



## ABOUT

An innovative, entrepreneurial commercial leader with strong levels of expertise across a range of business functions. Stefan's experiences across Beauty, FMCG, Luxury Spirits & Wine and Consumer Health have equipped him with the skills required to turnaround, transform and sustainably grow businesses to profitable market leader positions.

Also, well equipped with digital marketing, branding and significant tech/big data expertise from Silicon Valley role in Big Data management.

A collaborative professional, unafraid to voice his opinion whilst cognitive of his responsibility to empower and not mute the voices of others.

A thought leader and strong decision maker who facilitates conversation. Excellent at stakeholder engagement with staff, investors, VC partners, boards to drive change with attention paid to revenue and reputation.

## LANGUAGES

Fluent in German, English, French, Italian & Dutch.  
Conversational in Polish with some basic Swedish, Arabic and Spanish

## CONNECT



[linkedin.com/in/stefanlaux](https://www.linkedin.com/in/stefanlaux)

## INTRO

Award-Winning Business Leader with strong Digital, Social Media Marketing, E-commerce and CRM/CDP skills. Proven ability to stabilize, direct and grow organizations across industries.

25+ Years of commercial leadership experience; 10+ Years as General Manager/CEO/ Senior Vice President. Non Executive Director, Chairman. International Keynote Speaker & Senior Consultant.

'Extraordinary results' is the phrase that comes to mind when I think about Stefan. I had the pleasure to report to Stefan while working on board of Polpharma and USP Zdrowie marketing teams. We cooperated successfully on several brand building and development projects. I was always in awe of Stefan's ability to create new opportunities beyond set limits and to drive change. He constantly inspired the Team to creative thinking in order to change great results into extraordinary. He fuelled the Team with ideas and inspirations on how to create added value by out-of-the-box approach in marketing. He drove our results to a highest level. And the creative energy Stefan shared with the Team is one in a million. As a Leader and Inspirer Stefan earns my highest recommendation.

EWELINA KRASKOWSKA, CATEGORY DIRECTOR  
ANALGESICS AT USP ZDROWIE

## PRIME VALUES OFFERED

- **OMNICHANNEL MARKETING, SOCIAL & DIGITAL MASTERY**  
Designed entire integrated e-commerce & salon management architecture for COTY Professional Beauty with self booking & customer profiling in mere 7 months for global deployment. (COTY)  
Led an innovative consumer marketing approach focusing on 'real consumer' analytics across the Remy Cointreau's group companies. (Remy Cointreau/Bols).  
Incurred market leader positioning in Poland's detergent market in 5 months and chemical industry leadership in 15 months whilst tripling turnover. (Benckiser Detergents Italy/Poland).
- **DRIVING BUSINESS GROWTH**  
Developed Perla Brewery new product pipeline with 16 new beers to drive image leadership.  
Took start-up from zero to fully operational within just 12mths. (VDS Italia S.P.A).
- **BUSINESS TRANSFORMATION**  
Devised and executed a 5-year business transformation strategy that increased market share gains for key brands, doubling consumer health business and winning EFFIE awards. (Polpharma SA).
- **BRAND DEVELOPMENT AND POSITIONING**  
Grew a high price luxury specialist Italian Food Company from hospitality niche into a profitable mass market food producer. Drove export business with newly created "Fruitissima" jam line across Europe, Latin America and Cuba, increasing revenue by +40%. (Hero Italia).

## SPECIALITIES

Strategy Development  
Change Management  
Business Transformation  
Joint Ventures  
Talent Management & Succession Planning

Omnichannel Marketing  
Brand Development  
Mergers & Acquisitions  
Strategic Partnerships  
Big Data, CRM & CDP  
Entrepreneurship

Business Development  
Advanced Market Research  
Social Media Techniques  
Board Roles, Non Exec  
Digital & Social Management  
Start-Ups

# STEFAN H.H. LAUX

## DISTINGUISHING CAREER ACHIEVEMENTS

### INTERNATIONAL MARKET EXPANSION

International sales expansion from Italy with reach from Greece to Cuba (Hero Italia).  
Launched and made Gallo wine market leader in Poland (Remy Cointreau).

### BRAND AND PRODUCT LAUNCH

Created Dosia, Cillit, Bryza household brands (Reckitt Benckiser).  
Created Soplica Vodka from zero to leading brand in #3 global market (Bols Poland).

### STRATEGIC PARTNERSHIPS

Signed and made Gallo wine market leader in Poland (Remy Cointreau).  
Helped create couture fashion brand for Italy and Europe with Chinese production; identified and negotiated supply chain agreements (H&A Fashion).

### INTERNATIONAL LEADERSHIP

Managed offices in Paris, Amsterdam, Warsaw and Budapest simultaneously, negotiated and secured new distribution channels in Bulgaria, Ukraine and Russia (Remy Cointreau S.A & Bols Distilleries).

### DRIVING EFFICIENCIES

Introduced world leading workflow efficiencies to create Remy's #1 bottling facility with the highest production rate and lowest costs globally (Remy Cointreau S.A & Bols Distilleries).

### MERGERS & ACQUISITIONS

Led the acquisition of Metafen brand and forged disruptive brand campaign ensuring late entrant's success in tough analgesic market (Polpharma).

### POST-ACQUISITION INTEGRATION

Integrated an acquired herbal medicine company Herbapol into Polpharma's OTC business to expand portfolio and dominate as #1 supplier to pharmacies (Polpharma).

### LOBBYING AND NAVIGATING REGULATORY ENVIRONMENTS

Led lobbying efforts to unlock a prohibitive copyright situation, written then into law. Established NILSA, national association of School Book Renters, and was a catalyst for the regulation and permitting of schoolbook rental on a national level. Fought and won 2007 antitrust case against Schoolbook Editors Association opening a brand-new market opportunity, fully legitimising Italian school book rental (Vandijk Educatie).

### NON EXECUTIVE DIRECTOR, CHAIRMAN OF THE BOARD

Led the marketing team as non exec to turn around a failing launch of a natural energy drink, Green up. Created Power Plus, the most successful variant growing to over half of the entire brand sales (10+mio) driving brand image & consumer base in crowded market as late entrant (Herbapol). Chairman of the Board K-fee AG, Germany and DSS, Gibraltar.

## AWARDS

- SAR Poland, Jury Member "Effie" Awards
- Won MTB "Product of the Year" and Silver "Effie" with Pyralgina 2011
- "Superproduct Mother and Child" for Acidolac Junior 2010
- "Global Best Brand Re-Launch" by Drinks International Magazine for Bols 1575 re-launch 2004
- Winner of Italian "Effie" Award for AVA detergent relaunch 1995

## PROFESSIONAL CHRONOLOGY

Coty, UK & Ireland	General Manager	May 18 - Mar 19
Noble AB	Director, Chairman	Nov 15 - Present
Yeti Data	Head of EMEA Region	Nov 15 - May 18
iBlue	Chief Marketing Officer	Aug 14 - Oct 15
USP Zdrowie	Managing Director and COO	Jul 12 - Jun 14
Browary Perla Lublin	Strategy, Marketing & Innovation Development	Jan 11 - Dec 12
Gianni Gelato Ltd	Managing Director & Founder	Mar 08 - Jul 12
Herbapol	Non Executive Director, Marketing Coach	Feb 10 - Jun 12
Polpharma	Marketing & Sales Director	Jan 10 - Jun 12
Van Dijk Educatie	Managing Partner	Jan 05 - Dec 07
Remy Cointreau S.A & Bols Distilleries	Global Senior Vice President/CEO JV	Jan 98 - Dec 04
Hero Food Italia S.P.A	Managing Director	Dec 96 - Jan 98
Reckitt Benckiser	Managing Director	Jan 93 - Nov 96
Procter & Gamble	Brand Management (Vicks & Lenor)	May 90 - Jan 93

## PROFESSIONAL DEVELOPMENT, QUALIFICATIONS

Frontrow Pro Summit, Rhodes Greece, Masterclass and Keynote Speaker Digital & Omnichannel Marketing	2019
Advertising Week Europe Summit 2019 London, Superdelegate	2019
Complete Skilled Negotiator Workshop - with global #1 negotiation consultancy the GAP	2018
Zurich Int'l SIRcle, Speaker for "Innovation, Transformational Leadership & Corporate Citizenship"	2013
World Economic Forum Summit Discussion Leader on "The Changing European Consumer"	2004
RWTH Aachen University, Germany: Thermodynamics Cum Laude (Diploma, Engineering)	1990