

# Timo Koch

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## ABOUT ME

Highly skilled trilingual Trade Marketing Manager with extensive international experience in The Netherlands, China, Taiwan, Poland, and several other Central and Eastern European countries. Demonstrated success in developing and executing **marketing strategies**, complex **stakeholder management**, overseeing **distributor performance**, **budget management** and driving results through **data analysis**. Currently responsible for (trade) marketing in five markets, collectively generating around \$30 million in annual revenue.

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## WORK EXPERIENCE

May 2022 – Present

### Trade Marketing Manager

*The Kraft Heinz Company - Amsterdam, The Netherlands*



- Responsible for (trade) marketing in both Retail and Food Service channels across Czech Republic, Slovakia, Hungary, Bulgaria and Romania (annual turnover ~\$30 million)
- Managing (trade) marketing transition due to RTM change in Czech Republic and Slovakia (from distributor partnership to direct-to-market operations with local office in Prague)
- Developing, implementing and evaluating annual marketing plans, with ownership of the marketing budget
- Generating insights to guide strategic direction, based on Nielsen sell-out data
- Managing price and promo strategy development
- Leading internal projects related to portfolio maintenance and development
- Training and mentoring Trade Marketing Intern

→ Increased annual turnover with 35% (while growing contribution margin with 65%)

→ Grew full-year value market shares (Czech Republic 8.2 → 11.7%, Bulgaria 39.3 → 41.6%, Romania 10.6 → 11.3%)

Apr 2021 – Apr 2022

### Trade Marketing Analyst

*The Kraft Heinz Company - Amsterdam, The Netherlands*

- Managed (trade) marketing in both Retail and Food Service channels across Czech Republic, Slovakia, Lithuania, Latvia and Estonia (annual turnover ~\$15 million)

→ Increased annual turnover with 30% (while growing contribution margin with 36%)

→ Grew full-year value market shares (Lithuania 30.0 → 31.2%, Estonia 15.6 → 17.9%)

Jan 2021 – Mar 2021

### Business Projects Analyst

*The Kraft Heinz Company - Warsaw, Poland*

- Managed two projects initiated as result of recommendations from my prior re-work efficiency project
- Completed commercial project related to display portfolio rationalization
- Led operational project related to mixtray automation

Sep 2020 – Dec 2020

### International Management Trainee

*The Kraft Heinz Company - Warsaw, Poland*

- Managed re-work efficiency project for items in our retail portfolio
  - Identified two key cost saving opportunities, with the potential to deliver \$500,000 in annual savings
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## EDUCATION

Sep 2018 – Jul 2020

### Master of Business Administration, International Management (GPA: 4.15/4.3)

*National Cheng Kung University - Tainan, Taiwan*

- Recipient of the Taiwan Government Scholarship (awarded by the Ministry of Education), Vice-Captain of the NCKU Varsity Football Team, Student Assistant

Sep 2015 – Jun 2018

### Non-degree Mandarin Chinese

*Chongqing Business and Technology University - Chongqing, China*

- Recipient of the CTBU President's Scholarship, Captain and Leader of the International Students Football Team, Student Assistant and Translator for the International Office
- Passed the highest level of the official Chinese Proficiency Test (HSK6 score: 234/300)

Sep 2011 – Jun 2015

### Bachelor of Business Administration, Marketing (GPA: 3.35/4)

*Windesheim University - Almere, The Netherlands*

- Student Assistant from January 2012 to June 2015 & Nominated for Best Co-makership of 2015
  - Experience with co-makerships within the real estate, construction and non-profit industry
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## STRENGTHS:

Data Analysis and Visualization; Problem-solving; Stakeholder Management; Intercultural Communication

## TOOLS:

MS PowerPoint; MS Excel; MS Project; Power BI; Nielsen IQ; Euromonitor; Tableau; SQL (beginner)

## LANGUAGES:

Dutch (native); English (high proficiency); Mandarin Chinese (very good command)