



Stanko Milushev

Global Market Director

Singapore

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Languages

Spanish (Basic)

Bulgarian (Native)

English (Fluent)

About

International business manager with experience in luxury goods, automotive, consumer companies. An effective leader with a strong drive for results, achievement, and change. Performance in cross functional and cross-cultural environment, as well as leading global remote teams. Track record of achieving results through wholesale, distribution and channel partners. Experience in both B2B and B2C market environment, business strategy, people management and marketing. Hands-on omnichannel and e-commerce go-to-market.

BRANDS WORKED WITH

AB InBev

Avendi Ltd. FMCG

Bang & Olufsen A/S

Goodyear Dunlop Tires Europe

Schaeffler Group A.G.

Experience

- Market Director South Korea, Southeast Asia & Pacific**
 Bang & Olufsen A/S | Jan 2021 - Now
 Overall business management and relationship with distributors, retailers, and channel partners in omnichannel setup. Sales and business development, pricing strategy, S&OP, marketing communications, e-commerce, people management, retail and wholesale operations management, P&L ~60mil Euro.
 Achievements:
 - 30+% YoY across markets FY21/22. Business transformation in South Korea (channels, price, distribution).
 - Retail expansion; 6 new stores in across the area. Launch of .com operations in Korea, Singapore, Australia.
 - Improved profitability in year 1 and continuous improvement beyond.
 - Pilot launch of product design program, which later transformed into global activation project.
 - Overseeing network of 27 mono, 200+ multi and numerous online marketplace points of sale.
 - Introduction of customer experience program and retail excellence trainings across the region.
- Head of Markets Latam, Africa, India**
 Bang & Olufsen A/S | Jan 2019 - Jan 2021
 Managing distributors and channel partners across territories. Strategy definition and implementation of sales and marketing plans. Developing and perfecting distribution network, go-to-market, product launches and marketing execution. Overseeing 34 mono brand stores and 7 distribution partners across territories. Achievements:
 • Returning business to growth. Training platform, authorized program launch, ecom launch
 • Redefining mono brand store customer promise (experience, CRM, KPIs, product, rotation)
- Head of Sales Central Eastern Europe**
 Bang & Olufsen A/S | Jan 2018 - Jan 2019
 Developing Bang & Olufsen sales, distribution, and retail network across Central Eastern Europe. Setting up business and strategies in various sales channels in cooperation with distributors, sub-distributors, and channel partners. Achievements:
 • Building up regional channel development and to-to-market strategy
 • Developing marketing plan to support channel development and strengthen brand image.
 • Business development across channels and countries (+50 new doors, incl. 4 mono)

● Regional Manager

Schaeffler Group A.G. | Jan 2016 - Jan 2018

Responsible for the growth and profitability of the aftermarket business of Schaeffler Group in assigned CSEE countries. Held full P&L accountability and sales strategy responsibility. Develop teams, business, and market strategies in cooperation with management and distributors.

Achievements:

- CAGR 25%; above market and company average, at business size of approx 150mil EUR
- Set-up of local sales and technical teams, recruitment and selection, leadership, and coaching. Developing team from 2 to 10 members, across markets and functions

● Country Manager

Schaeffler Group A.G. | Jan 2012 - Jan 2015

Managing automotive aftermarket business of Schaeffler Group in Bulgaria with LuK, INA, FAG brands. Developing distribution network and implementing market strategies, customized for each partner. Fully accountable for sales strategy set-up, creating and developing marketing plans, budgeting, DSO. Achievements:

- 30 % CAGR 2013 – 2015, design and launch of innovative training program to the market.
- Planning and execution of special projects (Training Centre Sweden, SEE Customer Classification)

● Regional Manager

Goodyear Dunlop Tires Europe | Jan 2011 - Jan 2012

Managing local office of Goodyear Dunlop Tires (sales specialists, retail coordinator, marketing, and admin) and coordinating retail network development in Bulgaria. P&L accountable for Bulgaria and member of regional management team. Achievements:

- Full business responsibility
- Selecting, training, and coaching local sales and marketing team members
- Launching of the first tire retail concept on Bulgarian market

● Key Account Manager

Goodyear Dunlop Tires Europe | Jan 2008 - Jan 2010

Developing and securing business through the distribution network (national/regional partners), delivering product trainings to distributor's sales and marketing staff members. Constant intelligence research on competitive market and business developments. Achievements:

- Securing stable performance (2009 vs. 2008), although market lost 30%
- Launch direct distribution strategy, exceeding 20% target for new customers and sales

Early career days

● Area Sales Supervisor & Key Account Executive

Avendi Ltd. FMCG | Jan 2006 - Jan 2007

● Sales Representative (On

AB InBev | Jan 2005 - Jan 2006



Education & Training

2022 - 2023

● IESE Business School

AMP (Advanced Management Program),

2012 - 2014

● Cotrugli Business School

E/MBA, General Management -,

2006 - 2008 ● **University of National and World Economy**
Master – Marketing –,

2001 - 2006 ● **University of National and World Economy**
Bachelor of Science in Marketing,