

CSEPREGI, OTTÓ

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Experienced leader in telecommunication and industrial automation with expertise in general management, sales and commerce. Leading edge knowledge and extensive experience in consulting, partner management, customer acquisition and generating revenue growth both in B2C and B2B segments. Recognized as an expert that gives direction, designs business plans and manages network of people. Known for proactivity, driving innovation, setting strategy, achieving targets and KPIs, managing change effectively and having excellent analytical skills. Committed to value creation, providing the best customer experience, advocate diversity and build high performing people, teams and companies.

PROFESSIONAL EXPERIENCE



3rdGEN Zrt. 2019–

Founder, CEO, 2019–

3rdGEN Zrt. is a specialized management consulting company, where the projects are delivered by top managers with 10+ years C-level experience. We are providing corporate strategy development, business mentoring, organisational development and executive search for SMEs and large corporates.

Responsible for general management, business development and the daily operations.



FlexLink Systems Kft. 2016–2019

Country Manager, 2016–2019

General Manager of the local unit of FlexLink AB with full P&L and operational responsibility - providing leadership, account management/sales/application solutions and service/project fulfillment for the geographical area of Hungary, Romania, and Bulgaria

- Redesigned and set-up new organization, growing the team in line with the growing sales.
- 200% growth in revenue, with improving profit margin between 2016-2018.
- Turned the company from generating loss to growing positive EBIT by 2018.
- Achieved the best Customer Satisfaction Survey result in Europe in 2016 and 2018.
- Developed local competence and launched new revenue streams in FoodTech, Robotics, Engineering Consulting and After sales services.
- Implemented financial process improvements to boost cash generation.
- Doubled sales in Romania and Bulgaria via Partner management and Key customer management.



Vodafone Hungary Ltd. 2010–2016

Head of SOHO and SME Sales, 2014–2016

P&L management of Vodafone Hungary's SOHO and SME Sales organisation (5 direct reports, total 45 people)

- Set-up new organization to cover 58% of revenues and 50% of customer base in Vodafone Hungary's Enterprise business and deliver the assigned targets.
- Continuous revenue market share growth in the managed segments: +1.4% points.
- Refocused Partner management to target the SME segment by leveraging new tiering and commission scheme with the improvement of sales force' skills, resulting +26% growth in new revenue.
- Redesigned Direct Corporate Account management in SME segment, saving 30% of resources.
- Increased solution and value added service revenues by 10%
- In cooperation with Customer Value Management, yearly churn figures reached best-in-class results in the European region (<10%)

- Reached Number 1 position in Net Promoter Score in the Hungarian mobile market.

Head of Small Enterprise Sales, 2010–2014

P&L management of Vodafone Hungary's SOHO and SE Sales channels, as Leadership Team member.

- Designed, implemented and managed the sales activities and the business strategy.
- Implemented new organization set-up with the supporting motivation system and the introduction of new distribution initiatives and Group best practices (Indirect Partner management, Business-in-Retail, Telesales).
- Successfully established Indirect Partner strategy, channel management and sales management in Vodafone Hungary's Enterprise segment, including the creation and roll-out of new sales processes and training methodology to be ready for targeting and serving the segments.
- Achieved 40% revenue and 27% customer base growth
- Revenue market share growth in the managed segments: +4.3% points.
- Managed to balance the sales of core and new services (especially Data) to keep healthy ARPU levels.
- Built up the share of Indirect partner channel contribution from 0% to 40% (with 10% growth every year).
- Successful accomplishment of Vodafone Group guided projects (Unleash, Business Red Go To Market, Vodafone Way of Selling – Sales Academy) in cooperation with local operations in Romania, Czech Republic, Italy, Spain and Portugal.
- In Vodafone Group's Fit-for-the-Future assessment program, in the "Managing Indirect business partners" functional competency, received Level 4 (highest) evaluation.
- Reached the highest Employee Satisfaction Score in 2012



Invitel Telecommunication Ltd. 2001–2010

Head of Market Management, 2008–2010

P&L management of the marketing and direct sales functions and activities in Invitel's service area.

- Responsibility for the revenue and margin targets assigned to the Consumer and SOHO segment (altogether 400,000 subscribers) via the lifecycle management of the service portfolio.
- Development of the yearly operating plans (supporting the budget) for all channels (Retail stores, POS, Internal&External Telesales, Indirect agencies) and product lines (Fix Voice, Fix Data, IPTV, Mobile Broadband).
- Successful development and delivery of the yearly financial and non-financial targets set in the strategy.
- Delivered successful go to market activities and service launches (IPTV, Mobile Broadband) – achieving connection (IPTV 107%, Mobile Broadband 129%), revenue and margin targets – and extending them to the enterprise segment.
- Operative management of the Retail network, which won the 1st prize at the Excellence in Customer Services Awards in 2009, .

Retail Senior Manager, 2003–2008

As the member of the Senior Leadership Team, the P&L and operational management of the Retail network - directing the sales, retention and customer care activities (5 direct reports, total 100 people).

- Responsible for the sales and revenue targets, development of strategy and budget in order to achieve objectives. Delivered average +20% growth in yearly sales between 2004-2007.
- Operation and development of the Retention and Customer satisfaction programs.
- In 2008, successfully managed the merge of Invitel and HTCC Retail networks, reduced overhead by 20% as the result of delivering synergies with 5% growth in 2009.

Sales Channel Manager, 2002–2003

Development and support of the residential sales channels (Stores, Telesales, VIP) with focus on performance analysis, sales forecasts and channel efficiency improving solutions.

Segment Manager, 2001–2002

Planning and support of marketing and sales activities with the development and introduction of new products and promotions in the market, based on the monitoring and analysis of the user habits and demands of the residential segment.

EDUCATION

2019-2022	International Coach Federation, Associate Certified Coach (ACC)
2017-2018	Legacy Coach Course – International Coach Federation approved ACSTH program Certified Business Coach
1997-2001	Budapest Business School, Faculty of International Management and Business BA in International Business Economics, Specialization: Finance attended Bachelor of Arts in European Business Administration of University of Lincolnshire and Humberside, Hull, UK Bachelor of Arts in European Business Administration
1999	Erasmus scholarship to The Hague University of Professional Education, The Netherlands
1988-1993	Secondary School of the College of the Reformed Church, Sárospatak English-Hungarian dual language, boarding school
Professional trainings	Value Based Selling – value8 The Vodafone Way of Coaching – SalesToRevenue The Vodafone Way of Leadership – rogenSi The Vodafone Way of Selling – Sales Genetics/HD Team "The 7 Habits of Highly Effective People" by FranklinCovey – FC-PANNON Effective Selling Program (ESP) – Grow DISC – Thomas International People Management academy – MCS

OTHER SKILLS

Languages	Fluent in English, German Beginner, Native Hungarian
Driving license	B category driving license (1991)
Computer skills	MS Office applications, salesforce.com, Microsoft Dynamics

HOBBY AND INTERESTS

Traveling and excursions,
Business Consulting and Coaching

Budapest, 2nd April 2025