Gergo Barandi

Business Transformation & Operations Leader

Commercial Strategy | Digital Transformation | Organisational Development

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Professional Summary

Business transformation and operations leader with 10+ years of experience in multinational corporations (MSD / Merck, Amplifon) and independent business environments across healthcare, pharmaceuticals, retail, technology and B2B. Proven track record in commercial strategy, business development, operational development, digital transformation and organisational development.

Leads multidisciplinary and remote teams, manages international and executive stakeholders, and turns business objectives into measurable results: +56% digital-driven sales, 12x+ ROAS, +5% year-on-year vaccine sales, -40% approval times, and 23-34% year-on-year sales growth in consulting engagements. Strong in performance marketing, SEO, CRM, analytics, conversion optimisation, process optimisation and technology project delivery.

Core Competencies

- **Business Strategy & Commercial Growth**: business strategy, strategic execution, business development, customer journey optimisation, commercial performance
- **Operations & Transformation:** operations management, operational development, organisational transformation, process optimisation, digital transformation, technology-enabled operations, CRM and workflow development
- **Leadership & Management:** multidisciplinary team leadership, team building, recruitment, people development, mentoring, remote leadership, cross-functional collaboration, executive stakeholder management
- **Digital & Technology:** digital strategy, omnichannel engagement, performance marketing, paid media, SEO, content marketing, CRM, web analytics, conversion rate optimisation (CRO), website development, technology project delivery

Professional Experience

Independent Business & Transformation Consultant | Independent Projects | 2017 – Present

Selected consulting engagements across healthcare, retail, technology and B2B, covering commercial strategy, operations, team leadership and digital transformation.

- **Director of Operations (external), aesthetic clinic, UAE:** coordinated business strategy, marketing, IT and recruitment; built an eight-person team and operating structure; shifted the appointment mix from 87:13 to 62:38 low-ticket to high-ticket services over two years.
- **Right hand of the CTO, major supplement retailer, Hungary:** led and coordinated an eight-person remote technical and creative team (development, design, DevOps); reduced delivery times by 42% and contributed to 34% year-on-year sales growth.
- **Brand strategy and digital transformation, leading Hungarian B2B industry business**: coordinated a seven-person team and contributed to 23% year-on-year sales growth.
- **Digital acquisition and sales consultant, Amplifon (Poland):** improved the digital acquisition and sales infrastructure, including a paid media execution strategy and an AI-search (generative engine optimisation) strategy that generated 100+ monthly hearing aid sales directly attributable to AI-powered search.
- **Operational development, business development collective:** established client intake, CRM, project management and reporting processes.
- **Mentored team members into more senior roles and greater ownership of decisions.**

Omnichannel Engagement Manager, Vaccines | MSD / Merck | 2023 – 2025

- Led digital transformation for healthcare consumer (HCC) activation and healthcare professional (HCP) engagement, coordinating 12 business-unit stakeholders and global teams.
- Transformed an HPV disease-awareness platform into a conversion-focused experience with a private-market vaccination booking journey, contributing to 5% year-on-year growth in private-market vaccine sales.
- Reduced medical, legal and regulatory (MLR) approval times by 40% by improving the internal review process.
- Coordinated strategy, UX/UI, compliant messaging, creative development and media execution across a multidisciplinary team.
- Managed digital platforms, CRM, content, search and campaign activities.

Digital Marketing Manager, Hungary & Poland | Amplifon | 2019 – 2023

Progressed from Digital Marketing Specialist (Hungary) to Digital Marketing Manager across two markets.

- Contributed to a 56% increase in digital-driven hearing aid sales over four years.
- Delivered campaigns achieving 12x+ ROAS.
- Connected paid media, SEO, content, CRM, analytics, website experience and sales processes into a full-funnel digital acquisition approach.
- Led website and conversion rate optimisation, including Core Web Vitals improvements.

Marketing Assistant / Marketing Coordinator | Libri-Bookline | 2015 – 2017

- Progressed from trainee to marketing coordinator at one of Hungary's leading book retailers.
- Supported marketing campaigns, campaign coordination, communication and day-to-day marketing operations in a large retail organisation.

Skills

- **Strategy**: business strategy, commercial strategy, strategic execution, business development, commercial growth, customer journey optimisation
- **Operations**: operational development, process optimisation, organisational transformation, workflow development, reporting, project management, technology-enabled operations
- **Leadership**: team building, recruitment, people development, mentoring, remote leadership, cross-functional collaboration, executive stakeholder management, international stakeholder management
- **Digital**: digital strategy, customer acquisition, performance marketing, paid media, SEO, AI search optimisation, content, CRM, analytics, conversion optimisation, website development, technology project delivery

Industries

Healthcare and pharmaceuticals, retail, ecommerce, technology, B2B and professional services.

Languages

- Hungarian: Native
- English: Fluent
- Spanish: Learning

Education

Gaspar Karoli University (communication and meda) 2013-2017