

Katarina Kakalikova



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Summary

- A Business Development professional for Public Sector with a track record of delivering successful integrated strategies
- Driven by the challenge of managing the pressures and expectations that come from working for a high profile, prominent brand
- Member of the Board of Director's and Vice-Chair of the Digital Committee in AmCham Slovakia and Ambassador of the League for Digital Boost – Central and Eastern European initiative supporting digitalization of SMEs.

Key strengths

- Excellent communication and advocacy skills – confidently managing multiple and complex initiatives with competing priorities
- In-depth payments policy knowledge – coupled with a passion for issue and stakeholder management
- Responsive – quickly assesses the reputational and commercial impact of policy issues to ensure a considered, strategic, joined-up approach is applied
- Gains commitment – collaborates well and supports colleagues. Experienced in managing internal and external stakeholders
- Tenacious, resilient and curious – adept at dealing with changing priorities and uncertainty. Delivering under pressure to tight deadlines and is not afraid to ask thoughtful challenging questions.

Professional Experience

March 20 – present

Director for Government Business Development for Central Europe (CEE countries with special focus on Czech Republic, Slovakia and Poland) at Mastercard Worldwide

Responsibilities

- Leading Mastercard's business development efforts within public sector in EAST5 cluster (Czech Republic, Slovakia, Poland, Hungary and Slovenia) with emphasis on digitisation of government services, growing card acceptance infrastructure in public institutions; government disbursement programs; digitalisation of SMEs; increasing the cyber security and digital literacy of public institutions and SMEs and leveraging data for more efficient decision making.
- Identifying new business opportunities and devising and implementing strategies to enhance company's market share in the public sector.
- Negotiating and closing commercial deals with public institutions and supporting participation in public RFPs.

- Representing Mastercard as Spokesperson for government initiatives with media and other third party organisations.

Achievements

- Digital Country Partnerships with Czech and Slovak governments.
- Ideation, negotiation, creation and successful launch of the program “Czechia pays by card”
- City Possible Agreements with the Warsaw and Prague and Tourism digitization deal with Prague City Tourism
- Launch of the flagship Strive Czechia Program lead by the Mastercard Center for Inclusive Growth.
- Introduction of a new country wide rating in cyber security resilience for Czech Hospitals
- Ideation, negotiation and successful launch of the f FinTechHub Slovakia

June 12 – February 20

Director for Public Policy for Central Europe Region at Mastercard Worldwide

Responsibilities

- Leading Mastercard’s public policy efforts in Germany, Switzerland, Austria, Czech Republic, Slovakia, Western Balkans and Israel – with emphasis on fighting shadow economy; promoting financial inclusion and digitisation of the economy and supporting concrete business development activities in public sector (government payments, smart cities). Focusing on classic advocacy and lobbying activities on payment issues and on Regulation of Interchange Fees, Payment Services Directive, Payment Account Directive, Anti-Money Laundering Directive, and Security of Internet Payments.
- Devising and implementing stakeholder engagement strategies to build a long lasting internal and external network to help manage policy issues and business opportunities
- Representing Mastercard on policy matters with government, industry bodies and third party organisations to ensure Mastercard’s views are represented in compelling and thoughtful way
- Closely cooperating with media and running communication campaigns with relevant third parties
- Collaborating with communications and business departments to provide strategic external affairs support including exploration of new areas for business development in non-traditional areas
- Managing policy budget and public affairs consultancy support

Achievements

- Signature of MoU with Slovak Government on Government Payments and Smart Cities
- LFI Leadership award for campaign and activities related to shadow economy
- Creation of Shadow economy working group with major public institutions in Czech Republic
- Inclusion of card payments in the Government Manifesto
- Public endorsement of MC’s efforts regarding SME digitisation by Ministry of Economy.
- Creation of Consumer Forum – strong third party supporting MCs issues
- Commercial cards campaign in Czech Republic
- Strong, durable and trusted relationships with government representatives at national and EU level
- Strong third party support during Interchange I. campaign reflected in hundreds of letters and public statements from major consumer and trade organisations
- Successful lobbying efforts on AML regulation in the EU and Israel

September 08 – May 12

European Affairs Manager at MEDEF (French Business Confederation)

Responsibilities

- Leading on public policy strategy for the European Parliament actively engaging on a wide range of legislative initiatives ranging from financial services; consumer protection, energy, to environment and health dossiers
- Providing public counsel and analysis to wide number of French companies and member associations
- Producing succinct briefing materials, legislative amendments and position papers defending the interests of French companies in the legislative work of the European Parliament
- Developing and implementing institutional networking and lobbying campaigns representing interests of French businesses.
- Organizing and leading high level political visits of French businesses in EU countries holding the EU Presidency.

Achievements

- Successful lobbying campaigns on Consumer Rights Directive and Alternative Investment Funds Directive and Alternative Dispute Resolution
- Strong Franco-German alliance on key legislative dossiers in Brussels
- Successful presidency delegations with CEOs of leading French companies

June 06- August 08

Parliamentary Assistant to a Member of the Parliament Richard Seeber (EPP, AT)

Responsibilities

- Supporting the MEP on all the legislative work in the Environment and Regional Development Committees including drafting legislative proposals, amendments, working documents and reports in close collaboration with services of the European Parliament and political advisors of the EPP
- Organising and managing conferences, hearings and other parliamentary events in the European Parliament with high level political participation and actively contributing to the development of various campaigns aiming to increase public awareness of environmental issues
- Handling media relations in cooperation with the Austrian communication team
- Recruiting and managing interns

Achievements

- Adoption of Water Scarcity and Drought Report
- Organisation of international Water Scarcity conference in European Parliament
- Successful campaigns with representatives of chemical industry

December 04- October 05

Customer Fulfilment Administrator at IBM Bratislava

- Providing customer support from order-entry to after sales support to large corporate customers in Switzerland, Great Britain and Ireland.

Education

- ***M.A. in International Relations and Diplomacy***
University of Matej Bel (Banska Bystrica, Slovakia) September 99 - June 04
Faculty of Political Science and International Relations
- ***A-Levels in German, Mathematics and Modern History***
St. Leonards Mayfield School (Great Britain) September 96- June 98

Licences and Certificates

- ***Oxford Cyber Security for Business Leaders***
University of Oxford – August 21
- ***Cambridge English – Proficiency (CPE)***
University of Cambridge – June 98

Awards

- **George Soros Foundation** one year full tuition and maintenance scholarship at the Richmond University
- **Foundation for a Civil Society** one year full tuition and maintenance scholarship at the St. Leonards Mayfield School
- **St. Leonards Mayfield School** one year full tuition and maintenance scholarship awarded for academic excellence

Language skills

- **Slovak** (native speaker)
- **English** (proficient) – Cambridge
- **German** (fluent)
- **French** (fluent)