

Curriculum Vitae

Name: **Beáta Kissné Földi**
Birthday: 1962

Qualification: economist, university degree at Economic University of Pécs, Hungary / 1984

Professional skills: Management of all kinds of retail and corporate business activities in banking sector (i.e.: sales activities, product and process management- large corporate, SME and consumer segments), governance and coordination of commercial banks in abroad.

Workplaces:

March 2018 -> **Openhouse – Real estate- and Finance products Agency chain in Hungary
Head of Process-and People Development, Auditing**

Regular auditing the processes and compliance with regulations of the whole agent network located in Hungary.

Define the development directions of the sales processes, creating specifications, follow up the related IT development and supervision of the implementation.

Development the skills and competencies of the sales network: Defining the training needs, finding new trainings and organizing the yearly training program.

**June 2017 –
March 2018 hired
in VUB Banka
(owned by ISP)**

**Senior Relationship Manager within the Multinational Client Dept. of the
Corporate & SME Division**

Creating a database for potential Multinational clients operating in Slovakia, analyzing their performance and define the banking products to be offered by VUB. Initializing relation with these potential clients and building special offers for them. Relationship with the product factories in the parent bank (ISP), establish global relation with the clients.

**Apr 2014 - June
2017 hired in
Intesa Sanpaolo
Group Services
(the Services
Company of
Intesa Sanpaolo)**

Head of Global Procurement Focal Point (July 2015-June 2017)

Governance, monitoring and share best practice related to procurement activities in the Foreign banks (10) and Italian companies (14). Identify products/services for improvements/ cost saving possibilities exist. Adopt group procurement models in the newly established companies. Stimulate building coordination btw business units of ISGS and subsidiaries/companies.

Head of Group Procurement Centralization Project – Foreign banks work-stream (March 2013 – June 2015)

Implement Group procurement model and IT solutions in foreign Banks and identify “quick win” solutions for generating saving.

Head of Croatian, Serbian and Bosnian banks’ department in ISBD (Oct. 2007 – March 2013)

Follow up the performances of the South-Eastern European subsidiary Banks (Croatia, Serbia and Bosnia), harmonizing of their activities (both business and governance) to the shareholder’s expectations. Member of the Supervisory Board and Audit committees in the supervised banks.

Apr 2005 -2007

**CIB Bank
(owned by ISP)**

**Deputy CEO, Head of retail and sales channels and in the last year Deputy
CEO, Head of sales channels division**

Directing the retail business i.e.: strategy, products, marketing, pricing, credit decisions of all kind of consumer segments and managing the sales channels.

2003-2005
K&H Bank
(owned by KBC)

Managing Director, Head of SME marketing and product dep., Head of SME and Retail marketing department
Managing the department and provide professional support to the branch network (160 branches).

1992- 2003
CIB Bank
(owned by ISP)

Director of SME Banking Division (*July 2002- July 2003*)
Creating the strategy for the bank's SME clients, managing the main target of this segment and find the best products/marketing tools to support the sales activity.

Director of Budapest Region (dep. Gen. Man.) (*July 2000- July 2002*)

Head of branch network corporate relationship (*1998-July 2000*)
Coordinating and managing the corporate banking at all branches.

Manager at the first and largest branch (in Győr) (*1992-1998*),

1985- 1992
Magyaróvári
Kötöttárugyár
and one of its
subsidiaries

Sales manager and later General manager of a subsidiary (*1991-1992*)

Economist, and Head of the commercial department. (*1985-1991*)

Other skills:

- Italian, medium level
- English, fluent level

Memberships:

Member of Supervisory Board/Board of Directors

- 1999-2003 at Graboplast Rt (Hungarian Artificial Leather Co.)
- 2001-2002 at Bábolna Rt (Hungarian Agricultural Co.)
- 05/2009-10/2013 at Banca Intesa ad Beograd
- 10/2001-09/2002 at CIB Credit Rt.
- 10/2001-09/2002 at CIB Real Estate Rt.
- 04/2009-04/2014 at Intesa Sanpaolo Banka d.d. Bosna i Hercegovina
- 12/2007-10/2009 at Intesa Sanpaolo Romania S.A. Commercial Bank
- 04/2009-10/2013 at Privredna Banka Zagreb d.d.

Member of Audit Committee

- 1995-1999 at Graboplast Rt (Hungarian Artificial Leather Co.)
- 03/2008-09/2013 at Banca Intesa ad Beograd
- 03/2008-12/2014 at Intesa Sanpaolo Bank Albania
- 01/2008-04/2009 at Intesa Sanpaolo Banka d.d. Bosna i Hercegovina
- 07/2008-12/2009 at Intesa Sanpaolo Romania S.A. Commercial Bank
- 01/2008-10/2013 at Privredna Banka Zagreb d.d.