# Matej Suransky



## *Global Marketing Director*

## *Head of Global Marketing*

Corporate branding • International market development

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Portfolio matejsuransky.com

## EXECUTIVE PROFILE

Global marketing leader across robotics, manufacturing, industrial, tech and SaaS, with responsibility for **27-country marketing operations**, **multimillion-dollar budgets** and teams of internal specialists and external partners. Builds marketing organizations, leads corporate rebranding, develops global marketing and regional marketing go-to-market strategies in alignment with sales and technical teams. At Star Rapid, marketing contributed **48% of company revenue in 2023–2024**. At JAKA Robotics, marketing's revenue contribution increased from **24% in 2021 to 39% in 2022**.

## PROFESSIONAL EXPERIENCE

**Fractional CMO, hire-cmo.com** | 2026–Present. Marketing leadership for industrial SMEs.

### Komaspec & Komacut

**CEO Advisor / Global Head of Marketing - contract | Jan–Jul 2026**

Guangzhou, China • Manufacturing and intelligent quoting SaaS

- Advised on marketing priorities for the manufacturing business and subscription platform, mapping revenue drivers, customer journeys and conversion gaps to identify the highest-priority opportunities.
- Established collaboration across marketing, sales, factory management and IT. Rebuilt lead tracking and developed the YouTube strategy, SEO content strategy with focus on AI visibility and LinkedIn growth system.

**Family career break** - child birth| 06/2025 – 12/2025

### Star Rapid

**Head of Global Marketing | 01/2023–04/2025**

Shanghai / Zhongshan, China • Precision prototyping and manufacturing • Recognized as Key Company Talent in 2023.

**Scope** 27 countries • 6 in-house staff and 15 external contributors • Multimillion-dollar marketing budget in USD

- **Organization and leadership.** Restructured the marketing function over **16 months**, aligned roles with individual strengths and introduced structured mentoring, training and coaching. Improved team efficiency and marketing output by **44%**.
- **Corporate brand transformation.** Led a brand audit and market analysis, then developed the rebranding strategy, unifying visual identity and messaging framework. Standardized brochures, sales presentations, websites and digital assets, replacing a fragmented brand approach that had evolved over a decade.
- **International go-to-market.** Adapted branding and communications for Europe, the USA, Latin America and Southeast Asia. Directed multilingual website redevelopment in alignment with targeted markets localization practices, worked with sales, product, customer service and purchasing to strengthen international market presence.
- **Commercial contribution.** Marketing generated **48% of total company revenue in 2023–2024**. Core marketing channels acquired **420 new global customers annually**. Rebuilt SEO, content strategy, which contributed **21% of company revenue**. Rebuilt Google Ads, Bing As, LinkedIn (including AMBs), Youtube, Reddit.
- **China market development.** Built a local marketing function spanning brand, content, digital channels and lead nurturing. Generated **1,078 marketing-qualified leads in eight months**, converting to **323 sales-qualified leads**, **64 quotes** and **41 new customer accounts**. Marketing contributed **74% of China revenue**.
- **Brand visibility and communications.** Increased LinkedIn impressions by **82.7%** and YouTube views by **42%**, reaching **5.4 million total views**. Secured coverage with Zhongshan TV, Zhongshan Daily and Shenzhen TV.

## PROFESSIONAL EXPERIENCE CONTINUED

### JAKA Robotics

**Head of Global Marketing | 09/2021–01/2023**

Shanghai, China • Collaborative robotics

**Scope** 4 in-house team members and 2 agencies • Europe, North America, Latin America, Southeast Asia and the Middle East

- **Global marketing organization.** Built the department in **seven months from 0->1**, establishing team responsibilities, training and the operating structure for global marketing with focus on localization based on targeted markets.
- **Brand positioning and market expansion.** Developed the international brand presence from a predominantly Chinese market base. Unified messaging, brand materials and technical content, and adapted positioning through distributors and joint/sole major exhibitions in Germany, France, the USA, Malaysia and Taiwan.
- **Revenue and demand.** Increased marketing's contribution to company revenue from **24% in 2021 to 39% in 2022**. Grew annual marketing-qualified leads from **800 to 1,200+**, a **50% increase**, while reducing B2B lead costs by **73.6%**.
- **Global events and industry presence.** Led participation in Hannover Messe, ITAP Singapore, Automate Detroit and Fabtech USA, connecting the brand with industrial buyers and distribution partners.
- **PR and strategic relationships.** Secured international coverage in Yahoo Finance, Nikkei Asia and The Robot Report. Established partnerships with A3, AWS and IFR and served in the **IFR MARCOM Group**.
- **Brand communications.** Grew LinkedIn from **8,000 to 20,000 followers in eight months**. Increased impressions by **211%** through a revised content and communications approach.
- **Cross-functional coordination.** Partnered with sales on regional marketing and customer conversion, working with product, engineering and quality teams.

### Crylink

**Global Marketing Supervisor | 12/2019–05/2021**

Shanghai, China • Laser components and optical solutions

- Built and led a **four-person core team** and coordinated a local agency, supporting markets across Europe, North America and Southeast Asia.
- Increased qualified leads from **275 to 510 year over year**, alongside **47% sales growth**. Optimized advertising budgets and reduced invalid leads to below 10%.

### Raise International Hong Kong

**Head of European Marketing & Sales | 03/2016–12/2019**

Shanghai / Europe • Electronics, toys and FMCG distribution

- Led **31 internal and external contributors** across marketing, sales and last-mile delivery for European B2B distribution.
- Developed and executed the digital strategy, attracting **2,000+ paying customers** and delivering **€5.7 million in average annual revenue**.

### Top Line Diamonds

**Marketing Manager | Feb 2012–Jan 2016**

Bratislava, Slovakia • Luxury goods and jewelry

Acquired **140+ new clients** for the B2B jewelry business.

## EDUCATION AND PROFESSIONAL DEVELOPMENT

**Paneuropan University** |**Master of Law** | graduated in 6/2011 with A,A,B

**Tribe 47** — T-Shape Marketer, 2023 • **Full Funnel** — ABM Demand Generation, 2022
Ongoing mentorship in marketing strategy, leadership and people management since 2022.