Global Marketing Director / CMO / VP Global Expansion

Matej Suransky



Global Marketing Director & CMO specializing in cross-border B2B expansion, scaling teams from 4 to 21, and generating $50M+ in marketing-attributed revenue across the USA, Europe, and Asia.

B2B / B2C | Data-driven growth | 0→1 & 1→100 scaling | Cross-cultural team leadership

References

In the words of executive peers.

★★★★★

"In summary, I wholeheartedly recommend Matej Suransky for any senior marketing or leadership role. He possesses the rare combination of creative vision, analytical rigor, and interpersonal skills needed to excel in today's competitive landscape. Any organization fortunate enough to welcome Matej into its ranks will undoubtedly benefit from his expertise and passion."

GS **Gordon Styles**
Founder & CEO · Star Rapid

★★★★★

"You are the best Global Marketing Director and CMO which I have ever experienced at Star."

ED **Elaine Du**
General Manager · Star Rapid

★★★★★

"Matej's expertise in the field was excellent. The way he led the team and pushed for results made our company stable on the market."

WJ **Wang Jiahua**
Owner · Raise International HKG

★★★★★

"You are the best CMO I ever met in terms of practice and experience."

AT **Anton Trebunskii**
Founder · Aurora SEO & Ads

★★★★★

"Keep in touch!"

YL **Young Li**
Founder & CEO · JAKA Robotics

Work experience · 2012 – today

Thirteen years, one direction.

2026 – Present · Current

hire-cmo.com

Fractional CMO

Industry	Location
B2B manufacturing, industrial & robotics	Europe · Americas · Asia

EXPERIENCE

Senior marketing leadership for SME founders and CEOs, part-time: one strategy, clear numbers, and a team that delivers.

01/2026 – 07/2026

Komaspec & Komacut

Global Head of Marketing (Fractional)

Industry	Location
SaaS & manufacturing	Guangzhou, China

EXPERIENCE

SaaS intelligent quoting platform for B2B & B2C manufacturing customers. Core objective: grow paid subscriber quantity and quality and revenue growth of manufacturing website.

- ✓ Built a Revenue Map based on website performance and revenue drivers to identify and prioritize growth bottlenecks
- ✓ Developed a complete YouTube growth video strategy and LinkedIn content marketing system
- ✓ Repaired and optimized lead tracking & customer journey infrastructure for full data visibility

2025

Family time

Career break · 7 months

I took seven months off work to support my wife after the birth of our baby.

01/2023 – 04/2025

Star Rapid

Global Marketing Director

Generated 48% of company overall revenue

Industry	Location	Team
Precision prototyping & manufacturing	Shanghai – Zhongshan, China	21 (6 in-house + 15 external)

EXPERIENCE

Top-20 global precision prototyping manufacturer | Aerospace, Automotive, Medical, Consumer Electronics, Robotics | 27-country marketing | Multi-million USD budget | Recognized Key Talent 2023

- ✓ Increased department efficiency by 44%
- ✓ Transformed a fragmented team of 6 into a structured growth marketing powerhouse within 16 months
- ✓ Led a 21-member marketing team (6 in-house + 15 external) across SEO, UX, content strategy, and China Marketing

RESULTS

+48% Annual revenue growth	**420** New global clients / year
−86% CAC reduction ¥2,500→¥350	**+67%** Client quality improvement

09/2021 – 01/2023

JAKA Robotics

Head of Global Marketing

Generated 24% of company revenue in 2021 and 39% in 2022

Industry	Location	Team
Collaborative robotics	Shanghai, China	4 in-house + 2 agencies

EXPERIENCE

Leading collaborative robotics company | EU, USA, LATAM, SEA, MENA | 1M+ budget

- ✓ Built Global Marketing department from 0→1 in just 7 months — 4 in-house members and 2 agencies
- ✓ Built entire marketing ecosystem including team responsibilities and education
- ✓ Reduced B2B lead costs by 73.6% through optimized paid ads — Google, LinkedIn, Facebook

RESULTS

15%→39% Marketing revenue share	**1,200+** MQLs / year (+50% YoY)
−75% CAC reduction ¥1,900→¥470	**7 mo.** 0→1 full team build

12/2019 – 05/2021

Daheng Lasers

Global Marketing Supervisor

Increased leads by 85%, generating a 47% increase in sales

Industry	Location	Team
Laser components & optical solutions	Shanghai, China	4 core members + 1 agency

EXPERIENCE

Leading laser components & optical solutions provider | Global B2B & B2C distribution across USA, Europe, SEA

- ✓ Built and led the global marketing team (4 core members, 1 local agency), driving lead generation from 275 → 510 qualified leads YoY
- ✓ Reduced fake accounts to below 10% and increased sales by 47%
- ✓ Built cross-regional marketing teams across EU, North America, and Southeast Asia

RESULTS

+86%
Qualified lead growth 275→510

+47%
Revenue growth

<10%
Invalid / fake lead rate

03/2016 – 11/2019

Raise International HK

EU Marketing & Sales Director

Achieved average yearly revenue of EUR 5,700,000

Industry	Location	Team
Distribution: electronics, toys & food	Shanghai / Europe	31 (in-house & external)

EXPERIENCE

B2B & B2C distributor of electronics, toys, and food products in Europe

- ✓ Led and managed a 31-member team (in-house & external), overseeing marketing, sales, and last-mile delivery
- ✓ Developed and executed a digital strategy, attracting 2,000+ customers and driving an average annual revenue of €5.7M
- ✓ Grew European market share and brand penetration

RESULTS

€5.7M
Average yearly revenue

2,000+
Customers attracted

31
Team members led

02/2012 – 01/2016

Top Line Diamonds

Marketing Manager

Acquired 140+ new clients in total

Industry

Luxury goods: jewelry

Location

Bratislava, Slovakia

EXPERIENCE

Provider of B2B and B2C luxury goods – mainly jewelry

RESULTS

140+

New clients acquired

Education & continuous credentials

Formal foundations, continuous sharpening.

Professional affiliation

IFR MARCOM Group

Member · International Federation of Robotics MARCOM Group

2025 — **PPC Advanced Course**
Advanced Digital Advertising.

2024 — **CopyHackers**
Content that sells.

2024 — **Pierre H.**
Mastering Messaging and SMM content.

2024 — **Digital Academy**
Mastering Google Ads — scaling and optimization.

2023 — **Google Certification**
Google
GA4 complex course.

2023 — **Google Certification**
Google
Search Ads, Display Ads, Ads Measurement, Analytics.

2023 — **Tribe 47**
T-shaped Marketer certification (equivalent to MBA).

Since 2022 — **Ongoing Mentorship & Masterclasses**
SEO, Paid Ads, Marketing Strategies, Leadership & People Management.

2004 – 2011 — **Master Degree in Law**
Charles University
Graduated in 2009 with Bachelor degree in Law (grades A, A) and in 2011 Master degree in Law (grades A, A, B).

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