



# GÁBOR FEHÉR

Business Development & Digital Product Leader · Director / VP Level

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## EXECUTIVE SUMMARY

Commercial and product leader with 20+ years of experience across **Fortune 500 environments (The Walt Disney Company, EPAM)** and **high-growth SMEs and startups**. Proven track record of scaling an account portfolio from \$3M to \$8M, launching digital products in 8+ international markets, and leading distributed, cross-functional teams of up to 100 professionals. Combines enterprise-grade governance, C-level stakeholder management, and P&L accountability with startup agility — including building and shipping **AI-powered digital products end-to-end**, from concept to live deployment, without a traditional engineering team.

## CAREER HIGHLIGHTS

- Grew a key account portfolio from **\$3M to \$8M** at EPAM, sustaining 20% year-over-year revenue growth across three strategic accounts.
- Launched Disney digital products in **8 countries** in local languages, increasing traffic by over 300% in six months and boosting its presence involving new approach to content.
- Negotiated and closed a cross-border company sale to Cookpad (Japan) as an independent advisor.
- Run a team to create **AI** decision making for a factory **saving over 1\$M in revenue** in 2025. Built and shipped 10+ AI-assisted digital products in 60 days, including a live AI marketing agent and an automated web-services business ([webcards.co.uk](https://webcards.co.uk)).
- Negotiated commercial agreements across US, Chinese, Japanese, and European counterparties.
- EU Cybersecurity assessment compliance for a program management of a multi-framework compliance consulting program (EU Machinery Regulation 2023/1230, Cyber Resilience Act, NIS2)

## AI-ASSISTED PRODUCTS & VENTURES (in 60 days)

Alongside my corporate role, I independently plan, build, and ship AI-assisted digital products end-to-end — from concept to live deployment — without a traditional engineering team. Portfolio: **[gaborfeher.hu](https://gaborfeher.hu)**. Selected recent work:

- [webcards.co.uk](https://webcards.co.uk) — **business automation venture**: launched a productized UK web-services business targeting newly registered UK Ltd companies, with automated onboarding and tiered offering (free / hosted / bespoke).
- Brandy — **AI marketing agent**: designed, built and deployed a live SaaS application (Python/Flask, Claude API, Supabase, cloud hosting) with user management, GDPR-compliant policies, and semantic versioning discipline.
- **B2B lead generation**: lead-sourcing and qualification operation supplying vetted prospects UK-based clients.

## CORE COMPETENCIES

Business Strategy & Long-term Planning · Business Development & New Logo Acquisition · Product Management & Digital Product Development · P&L, Financial Planning & Forecasting · Strategic Partnerships & Contract Negotiations · Key Account & Stakeholder Management (C-level) · Cross-functional & Distributed Team Leadership · Digital Transformation & AI / GenAI · Data Analysis & Market Research · Project & Program Management (Agile, Scrum, Waterfall) · RFP / RFQ Management & Client Demos · Customer Segmentation & Competitor Analysis

## PROFESSIONAL EXPERIENCE

### Business Development Director | SquareLine

April 2025 – Present | Budapest — international markets (embedded UI technology / SaaS)

- International go-to-market for a newly built SaaS product, coordinating product rollout, positioning, and launch alignment with partners across the US and China.
- Full sales cycle — lead qualification, value-proposition presentations, and contract negotiation — resulting in long-term client acquisitions; maintained pipeline discipline in Pipedrive .

- Managed and onboarded key clients, strengthening satisfaction and retention through proactive engagement and tailored solutions.
- Competitor and market-positioning analysis, shaping key messaging and supporting marketing initiatives to drive product adoption.

### **Senior IT Consultant & Key Account Manager | Revenue.AI**

*December 2022 – April 2025 | Geneva – Budapest (AI startup — CPG/FMCG & commodity trading)*

- Provided strategic IT consulting across multiple regions (Switzerland, Portugal, France, Belgium, Canada, US), conducting architecture assessments and process improvements, and managing RFPs and customer demos.
- Led delivery of complex AI-powered solutions, including a revenue-optimization platform for a US-based factory and AI-powered search and conversational platforms for online applications; released an AI solution for a UK-based client on time and on budget.
- Managed a diverse team of data scientists, project managers, business analysts, architects, and engineers, aligning product initiatives with business strategy.
- Upsold and cross-sold IT services, acquiring new clients and expanding long-term outsourcing agreements through sustained relationship management.
- Led strategic partnership initiatives with US and Canadian companies, advised FMCG clients on revenue-management digital modules, and consulted commodity trading companies on complex IT and BPO solutions.

### **Business Development & Key Account Manager | Webpont**

*July 2021 – December 2022 | Budapest*

- Managed key client relationships for Tesco's websites across Poland, the Czech Republic, and Hungary, negotiating contract terms and ensuring customer satisfaction.
- Led development of the CMS platform powering Tesco's online presence, running sprints and ensuring IT-security compliance within contracted SLAs.
- Facilitated IT-transformation workshops with the client, driving the transition to a microservices architecture.

### **Key Account Manager | Holotech (startup)**

*August 2020 – July 2021 | Budapest*

- Account management for a startup developing real-life 3D holographic imaging technology.

### **Senior IT Consultant & Senior Account Manager | EPAM**

*May 2016 – July 2020 | Budapest (global IT outsourcing — clients incl. Google, Microsoft, GE)*

- Grew account revenue from **\$3M to \$8M** across three strategic accounts, negotiating contract terms, pricing, and scope changes while overseeing the work of project managers.
- Established EPAM's entry into embedded IT solutions for the automotive sector; ensured delivery of safety-critical developments to ThyssenKrupp Presta, Bosch-ETAS, and GE Healthcare with 20% year-over-year revenue growth.
- Took over a German automotive account and grew it successfully; led financial planning, forecasting, and contract change management; prepared RFQs/RFPs and pitched for new projects.
- Coordinated 100+ professionals across Germany, Austria, and the US, managing delivery, contract compliance, and expansion across multiple client departments; managed IT consulting for INNIO's assembly factory in Austria, shaping its cloud-based digital transformation.
- Led geographically distributed virtual teams, developing talent and coordinating internal and external stakeholders while reporting to C-level management on commercial performance and risk.

### **Startup Advisor — Company Sale Negotiation | Independent Contractor**

*May 2016 – February 2017 | Budapest*

- Prepared a startup for sale to a Japanese investor and negotiated and successfully closed the acquisition by Cookpad.

### **Business Development Director | BIG FISH Kft**

*January 2014 – May 2016 | Budapest (e-commerce solutions provider)*

- Defined company strategy and vision; prepared business cases for new European market opportunities and evolved the proposition for existing clients.

- Oversaw the Payment Gateway platform and delivered a new website (paymentgateway.hu) that won Best Hungarian B2B Website 2015.

## Director of Operations | The Walt Disney Company — Disney Online EMEA

2004 – 2013 | Budapest

- Established Disney's Budapest development center from the ground up, managing office operations and internal DevOps in a matrix structure reporting to UK and US headquarters (UK VP, US SVP).
- Launched Disney websites as digital products in 8 countries in local languages, expanding into CEE and Emerging Markets and increasing traffic by over 300% in six months through product optimization and market analysis.
- Managed product development and operations with a team of 60 staff, overseeing Agile, Scrum, and waterfall delivery and coordinating third-party vendors.
- Grew Disney's online kids game destination from 8 to 130 titles; drove metrics-based reporting (Omniure/Hitbox) and content-localization process improvements that cut cost and time-to-market while raising quality.
- Represented CEE markets on the Disney Interactive Media Group (DIMG) board, presenting online strategy to other Disney business units.

## Founder & CEO | Digital Reality

1996 – 2004 | Budapest (game development studio)

- Founded and scaled a game development company from zero to international recognition, leading product management, sales, design, and contract negotiations.
- Launched internationally acclaimed titles (Imperium Galactica I and II), negotiating publishing contracts with GT Interactive (UK), Atari (US), Activision, Monte Cristo (France), and CDV (Germany).

## EDUCATION & LANGUAGES

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**Metropolitan University** — Economist, Business Administration and Management

**Languages:** Hungarian (native) · English (C-level)

## SKILLS & TOOLS

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**Commercial:** Business Development, Key Account Management, Revenue Management, Contract Negotiations, SaaS Product Introduction, Strategic Partnerships, Customer Segmentation, Competitor Analysis, RFP/RFQ Management, Client Demos, Lead generation, Sales, Presentation skills, Analytical thinking.

**Product & Delivery:** Product Management, Digital Product Management, Agile / Scrum / Waterfall, Microservices Architecture, CMS Development, Cross-functional Collaboration, Stakeholder Management, ITIL best practices

**Digital & AI:** AI & GenAI, Digital Transformation, Data Analysis, Market Research; hands-on: Claude API, Python/Flask, Supabase, cloud deployment (Railway), Git-based workflows.

**Tools:** Jira, Python, Github, Monday.com, Pipedrive, Salesforce, Sharepoint, Visio, Microsoft 365, Google Workspace, SAP, Google business, Power BI, S. Hitbox, Omniure, Supabase, etc.