

Neda Kitanovska

Marketing Consultant & Strategist

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EXPERIENCE

- 2023** **Multi-Category Deployment & Activation Manager, Adria**
British American Tobacco — orchestrating multi-market, multi-category deployment strategies, owning P&L across markets and building the region's full digital infrastructure. Present.
- 2017** **FMC Brand Deployment & Activation Manager, Adria**
British American Tobacco, Zagreb, Croatia — brand deployment strategy and campaign activation across the Adria region. Also held Campaign Planning Manager, SCEA (Bucharest, Romania) during this tenure, overseeing regional campaign planning and coordination.
- 2014** **Premium Brand Junior Manager, Dunhill**
British American Tobacco, Bucharest — strategic planning and premium brand positioning for the portfolio's most premium brand. Also held Brand Executive, Rothmans — Abel Team (Prague, Czech Republic) earlier in her BAT career, devising deployment frameworks that fortified brand equity.
- 2016** **Portfolio & Activation Strategist**
Prima MK, Official JTI importer & distributor for Albania, Macedonia and Kosovo — crafted targeted activation campaigns and POSM solutions, delivering insights that unlocked new growth.
- 2014** **Chief Executive Officer**
Evroprogres Trade, Skopje, Macedonia — led organizational strategy and expansion, diversifying revenue streams and implementing governance frameworks for sustainable growth.
- 2011** **Trade Marketing & Sales Executive Manager**
Tobacco Company JSC Prilep (PMI) — trade marketing initiatives, distribution strategy and product launches that reinforced market leadership.
- 2010** **Marketing Manager**
Evroprogres Trade, Macedonia — early marketing leadership role ahead of the CEO appointment.
- Freelance** **Marketing Manager, Swiss Vape AG**
Swiss company, owner of the VAYO brand for THP — online campaigns, new product development and new product portfolios.

EDUCATION & CREDENTIALS

Education

MBA, International Marketing — University "Kurt Bosh", Switzerland 2007–2008
BA, Management (Economics & Marketing) — SUNY Empire State College, NY 2003–2006

Languages

Macedonian, English, Serbian, Croatian, Bulgarian
Fluent
German, Greek Basic

Software

CRM & SEO Optimization
Microsoft Office (Word, Excel, PPT)
AI Platforms & Content Creation

Skills

Structured Problem-Solving & Strategic Thinking
Global Project & P&L Management
Negotiation & Portfolio Management

BEYOND THE BOARDROOM

Founder & President, Goldfish Foundation 2014–2017

Founded and led a charitable organization in Skopje, Macedonia, fulfilling the wishes of terminally ill children through strategic partnerships and fundraising initiatives.

SPEAKING & EDITORIAL

Marketing Manager & Editor, ITTA Journal 3 years

Organized and marketed the International Tobacco Tasting Association's flagship 3-day event for 150+ participants; edited the association's yearly journal, three years running.