

AILITA LITEVA - GUERDJIKOV, EMBA

Marketing, Product & AI Executive | International Business Transformation Leader
Bulgaria's Top 100 Women in Business for 2025

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SUMMARY

20+ years of experience leading global marketing, product strategy, brand management and AI transformation across technology, automotive, manufacturing, retail and distribution. Led 60+ people across 4 international companies. Improved time-to-market and commercial execution across 65+ markets and €100M+ business scope. Contributed to sustained market leadership across multiple automotive brands.

EXPERIENCE

ADVISORY PROJECT

Executive Advisor

Jul 2026 - Present

Project-based executive engagement providing strategic advisory across portfolio, go-to-market and brand strategy.

TESY | Top 3 European manufacturer of heating and hot water solutions | B2B2C | 16 Direct Reports

Oct 2019 - Jul 2026

Director Marketing, Product Management & AI (2025 - 2026)

Director Marketing & Product Management (2022 - 2025) | Head of Marketing (2019 - 2022)

Led global marketing and product strategy across 4 continents, owned an 800+ SKU portfolio, and defined enterprise AI strategy and adoption. Established functions while improving commercialization, time-to-market and cross-functional execution.

- Managed the global marketing budget and multicultural Marketing and Product Management teams spanning 4 nationalities. Established Regional Marketing, Product Marketing and Creative functions, increasing specialization, strengthening local market support and improving campaign execution efficiency.
- Owned strategy, roadmap and lifecycle management across 4 product categories. Established the Product Management operating model with R&D, introducing clearer ownership, cross-functional governance and user-research-based decision-making to accelerate product development. Significantly improved on-time product launches and achieved incremental revenue targets from new product introductions.
- Owned strategy, roadmap and delivery of customer-facing mobile applications and the broader digital ecosystem. Led projects from concept through launch, coordinating Marketing, Product, R&D and Commercial teams with external web and mobile engineering partners. Achieved on-time launches and adoption targets while shortening decision cycles, reducing execution gaps and improving delivery efficiency.
- Defined the enterprise AI strategy, governance and adoption roadmap and built a network of 14 cross-functional AI Implementation Leads. Established a structured use-case identification and adoption process, moving AI into practical business applications and delivering productivity gains and faster workflows across functions.
- Established the Employer Branding function, strengthening the employer value proposition and improving key talent KPIs, including qualified applicant conversion, offer acceptance, employee engagement and retention.

LIREX | Information Technology / IT Services & System Integration | B2B | 4 Direct Reports

Jul 2017 - Oct 2019

Head of Marketing

Owned positioning, value propositions and integrated go-to-market strategy across B2B technology portfolios of 4 companies within LIREX Group, spanning cybersecurity, IT infrastructure and equipment, cloud, software and system integration. Generated qualified pipeline and supported revenue growth through targeted B2B campaigns, solution launches and sales enablement. Directed cross-functional initiatives and strategic partnerships with Cisco and HP, increasing market reach, accelerating solution launches and shortening time-to-market.

Auto Bavaria - BMW, MINI, BMW Motorrad Dealer | Automotive, Retail | B2C | 19 Direct Reports

Oct 2016 - Jul 2017

Commercial Director

Led Sales and Marketing for BMW, MINI and BMW Motorrad, strengthening the dealership's commercial performance and contributing to BMW's position as the #1 luxury automotive brand in Bulgaria. Exceeded annual sales targets, increased market penetration and achieved mystery shopping targets for customer experience and retail standards, translating premium brand positioning into measurable commercial and customer results.

Toyota Balkans | Automotive, Distribution | B2B2C | 4 Direct Reports

Oct 2005 - Oct 2016

Marketing Manager (2013-2016) | Senior Brand Manager (2010-2013)

Product Manager (2006-2010) | Marketing Assistant (2005-2006)

Progressed from Marketing Assistant to Marketing Manager over 11 years, leading product planning, pricing, lifecycle management, go-to-market strategy, brand positioning and integrated marketing communications, contributing to 8 consecutive years of market leadership. Led a 4-person Product Management team and served for 10 years as Editor-in-Chief of the corporate magazine strengthening both external brand presence and internal employee engagement.

SKILLS

- Marketing Leadership: Marketing Strategy, Go-to-Market Strategy, Brand Strategy & Positioning, Brand Management, Product Marketing, Marketing Automation, Digital Marketing, Marketing Communications, Employer Branding
- Product & Portfolio Strategy: Product Strategy, Portfolio Management, Product Lifecycle Management, User Research, Mobile & Web Product Management, Digital Product Strategy
- Digital Transformation: Enterprise AI Strategy, AI Governance & Adoption, Cross-functional Leadership, Change & Business Transformation, Organizational Design

EDUCATION

Executive MBA (EMBA) | American University in Bulgaria

Jan 2010 - May 2011

Bachelor of Science (BS), International Finance & Trade | University of Portsmouth, UK

Oct 2001 - Oct 2005

www.AilitaLiteva.com

Selected work and written references.
Visit the website or scan the QR code for instant access.

