

# JOZEF FALIS

**Growth Manager  
& Marketing Strategist**

*Data first.  
Instinct second.*

**CONTACT**

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**CORE STACK**

- ACCOUNT-BASED MARKETING
- CAMPAIGN MANAGEMENT
- DATA STRATEGY
- DEMAND GENERATION
- MARKETING AUTOMATION
- MARKETING OPERATIONS
- MARKETING STRATEGY
- TECH-STACK IMPLEMENTATION

**INTERESTS**

Books and business stories  
AI-era marketing systems  
Handmade wooden projects  
Mountains, family, and useful silence

**ABOUT**

Growth Manager and Strategist with ten years in marketing across e-commerce, SaaS, travel tech, and agency work. I build full-funnel systems that turn budgets into pipeline: strategy, campaigns, marketing operations, data, and the team rituals that keep execution honest. Proof over hype. Systems over theatre.

**SELECTED WORK**

**2024 – PRESENT**

*Growth Manager*

**MARTINUS**

Finding new ways to grow Martinus – paid, operations, product collaboration, and web performance.

- / Full-funnel paid acquisition and channel mix optimization
- / Campaign operations and execution across digital and offline
- / Cross-team work with product on commercial performance and sellability

**2019 – 2024**

*Head of Demand Generation*

**KONTENT.AI**

Built demand gen from scratch – full ABM motion, scaled enterprise website, \$40M Series A.

- / \$40M Series A secured – demand gen as proof of market traction
- / Built and led the demand gen team across inbound and outbound
- / Defined the enterprise ICP and built targeted account lists from zero

**2017 – 2019**

*Campaigns Manager*

**KIWI.COM**

CRM-led retention across millions of users – implemented Bloomreach and led the campaigns team.

- / Implemented and owned the Bloomreach (Exponea) CDP – data modeling, integration, execution
- / Led CRM campaigns that improved retention across millions of users
- / Led an internal team and external agencies to ship campaigns end-to-end