

MARTINA BESZEDESOVA

BRAND ACTIVATIONS | BUSINESS & CLIENT DEVELOPMENT |
PROJECT/PROGRAM MANAGEMENT | STRATEGIC PARTNERSHIPS

PORTFOLIO | 2021

BACKSTAGE

EDUCATION

BUSINESS SUSTAINABILITY MANAGEMENT (NON-DEGREE)

University of Cambridge (CISL)

COMMUNICATION AND MEDIA STUDIES (NON-DEGREE)

JMSC, Shanghai - The University of Hong Kong

ECONOMICS AND MANAGEMENT (BBA)

Czech Management Institute - ESMA Prague

COMMUNITY INVOLVEMENT

Sustainers | Ambassador for advancing business sustainability

Letterpress Letters | Design & printing studio

TELL Japan | Mental health services

Shanghai Detour Art Map | Bilingual art guide project

Lifeline | Mental health services

Green Initiatives | Environmental impact projects

Rosebud Foundation | Children battling cancer and their families

IPWS | Global community of women with diverse professional backgrounds

Stepping Stones | Education & welfare of disadvantaged children

SUPERPOWERS

Agility

Attention to detail

Collaborative team-player

Creativity

Critical-thinking

Cultural awareness

Curiosity

Decision making

Flexibility

Innovative

Motivated

Operational excellence

Problem solving

Project management

Resilience

Team leadership

Self-driven

Social networking

Tech-savvy

Outgoing

LANGUAGES

Slovak

Native

Czech

Native

English

Fluent

Mandarin Chinese

Advanced

German

Beginner

Japanese

Beginner

AREAS OF EXPERTISE

▶ ALL-SCALE PROJECT / PROGRAM MANAGEMENT

▶ BRAND ACTIVATIONS

▶ BUSINESS AND CLIENT DEVELOPMENT

▶ BUSINESS SUSTAINABILITY MANAGEMENT

▶ COMMUNITY DEVELOPMENT & ENGAGEMENT

▶ CREATING SHARED VALUE (CSV)

▶ STRATEGIC PARTNERSHIPS

▶ OPERATIONS

FUN FACTS & INTERESTS

10

YEARS OF
EXPERIENCE

100+

BRAND ACTIVATIONS
EXECUTED

6

China
Hong Kong
Japan
Myanmar
Singapore
South Korea

COUNTRIES I HAVE
DONE PROJECTS IN



CYCLING



ARTS



CRAFTS



EXPLORATION



DESIGN



VOLUNTEERING



MUSIC



TV / FILM

TESTIMONIALS

Martina is an operations specialist and has a clear and detailed process for getting everything done, on time, with outstanding quality. This often require resourceful and innovative ways of getting creative support, often at short notice. Her network globally is unbelievable and she has contacts everywhere for everything.

Henry Hooper
Business Development Director (SG, MY, ID) at Klook

She is a diligent professional with dedication to her work. She presents herself professionally, and always willing to go one extra mile for a better result. She has excellent problem solving skills, especially in identifying the cause and offering creative solutions. She is flexible yet practical, and leaves 'no stone unturned' in her approach.

Natalie Chan
Former Associate Partner at St. James's Place, Shanghai

Martina volunteered for Stepping Stones between 2016 and 2019, and served on Stepping Stones' board of directors from 2017 to 2019. Martina is passionate about social and environmental issues, and as well as being an active participant in many community organisations, also shows high ethical standards in her life and work.

Corinne Hua
Director at Stepping Stones

Martina is a unique employee, she is not only hardworking and dedicated but completely trustworthy. She has a unique ability to completely submerge into whatever cultural environment she works in, that from an HR environment makes her an easy employee to work with in any company environment.

Alison Lindsay
Former Senior HR Manager Talent APAC at Geometry Global

Her charisma and positivity were always helpful to navigate some of the protocols of the agency world that often come with growing and expanding a business. She not only excelled at this, but she ensured that the work following it delivered on the same level of clarity and confidence that she opened the client relationship with. During my time, she worked intersecting a blend of business development and operations that kept us focused, happy, and confident in our work.

Momo Estrella
Head of Digital Design, China at IKEA

Whenever I have a project, Martina is always at the top of my list to call upon. I know that by having her on the team, I can rest assured knowing that she is more than capable of delivering the utmost in quality, service and always will exceed expectations. She is a true asset to any team that she's on and I can't wait till the next project that we take on together!

Vanessa Narvios
Director of Marketing and Operations, Entrepreneur

BRANDS



Mercedes-Benz



Dior

Steelcase



GIORGIO ARMANI

BVLGARI

PROJECT INDEX

10 | JAGUAR RIDE & DRIVE PROGRAM
SANYA, CHINA

12 | JAGUAR DRIVING CHALLENGE
CHINA

14 | ALL-NEW RANGE ROVER RIDE & DRIVE PROGRAM
SANYA, CHINA

16 | BUDWEISER BREWMASTER RESERVE
CHINA

18 | FORD CES ASIA 2015
SHANGHAI, CHINA

20 | SANGER AUSTRALIA MEDIA LAUNCH
SHANGHAI, CHINA

22 | DOM PÉRIGNON STAR CHEF DINNERS
BEIJING & HANGZHOU, CHINA

24 | SHANGHAI DISNEY RESORT HQ AIRPORT RETAIL
SHANGHAI, CHINA

26 | UBISOFT CHINA JOY 2017
SHANGHAI, CHINA

28 | STEELCASE SERIES 1 LAUNCH
SHANGHAI, CHINA

30 | NAKED HUB HQ OPENING
SHANGHAI, CHINA

32 | RAM HIGHLIGHT 2017: DISPLACE
SHANGHAI, CHINA

34 | HUGO BOSS ASIA ART AWARD 2017
SHANGHAI, CHINA

36 | PYEONGCHANG 2018
PYEONGCHANG & SEOUL, SOUTH KOREA

38 | MACY'S CHINA BIG MEETING 2018
ZHOUZHUANG, CHINA

40 | DIOR APACE TRAVEL RETAIL SEMINAR
TOKYO, JAPAN

42 | GIORGIO ARMANI 2020 CRUISE COLLECTION
TOKYO, JAPAN

44 | MERCEDES-BENZ VISION EQS MEDIA TOUR
TOKYO, JAPAN

46 | BVLGARI AVRORA AWARDS 2019
TOKYO, JAPAN

48 | EURASIA ZERO SUMMIT 2020
ONLINE

JAGUAR

RIDE & DRIVE PROGRAM SANYA, CHINA

We were tasked to plan and execute a dealer training program for the launch of 13MY Jaguar vehicles (XF, XJ).

We were able to achieve this over **23** event days, **17** guest rotations (a total of **780** guests), and a fleet of **54** cars. The event was set on a generous stretch of an exceptional location in Yalong Bay, Sanya.

**An internal, and media-only ride & drive event.*

Responsibilities:

- client management
- entertainment sourcing and management
- PR, photo and video crew management
- onsite operations

Agency: Avantgarde, Shanghai





JAGUAR

JAGUAR DRIVING CHALLENGE CHINA

We were tasked to raise brand awareness and increase sales of the 13MY Jaguar vehicles (XF, XJ) across China.

To achieve our client's KPIs we developed a roadshow concept, designed and built 2 identical mobile showrooms and took them on the road through **27** cities, offering weekend test-drives in each one of them - **80** event days, **8,852** guests, **600+** cars sold.

Responsibilities:

- client management
- team leadership
- budget management
- onsite operations

Agency: Avantgarde, Shanghai





ALL-NEW RANGE ROVER

RIDE & DRIVE PROGRAM SANYA, CHINA

We were tasked to plan and execute a dealer training program for the launch of the All-New Range Rover.

We were able to achieve this over **39** event days, **29** guest rotations (a total of **991** guests), and a fleet of **20** cars. The event was set in Yalong Bay, Sanya offering on-road and off-road ride & drive experiences.

**An internal, and media-only ride & drive event.*

Responsibilities:

- client management
- entertainment sourcing and management
- team leadership
- hospitality management
- PR, photo and video crew management
- onsite operations

Agency: Avantgarde, Shanghai





BUDWEISER

BREWMASTER RESERVE CHINA

Budweiser Brewmaster Reserve was one of the key innovative products AB InBev had in China in 2014, celebrating the spirit of craftsmanship.

Working closely with our client we were tasked to establish a new benchmark for a premium beer experience. The main SOW included creating a **brand manifesto**, a **key visual** and producing a **TVC**.

Responsibilities:

- client management
- team leadership
- budget management
- KV and TVC video production

Agency: Anomaly, Shanghai





FORD

CES ASIA 2015 SHANGHAI, CHINA

The first Consumer Electronics Show in Asia - a premier event for the consumer technology industry kicked off in Shanghai in 2015 and we were there.

We worked closely with Ford on their **booth** design showcasing the brand as a thought-leader in vehicle innovation and mobility, delivering a smarter, safer and more connected driving experiences. We achieved this using **VR, digital activations** and **product displays**.

Responsibilities:

- client management
- team leadership
- budgeting
- creative development & production
- onsite operations

Agency: Imagination, Shanghai





SANGER AUSTRALIA

MEDIA LAUNCH SHANGHAI, CHINA

Sanger Australia, the largest privately owned meat exporting company in Australia, created a **new brand** and **product range** for the Chinese market - First Cut. The first of its kind, an Australian chilled retail packaged beef.

To launch the **product into market** we organised an intimate media launch featuring a Chinese celebrity chef Michael Zhao promoting cuts designed for Chinese cooking styles served on a custom-made photo-plate.

Responsibilities:

- client management
- team leadership
- budget management
- creative development & production
- onsite operations

Agency: Imagination, Shanghai





DOM PÉRIGNON

STAR CHEF DINNERS

BEIJING & HANGZHOU, CHINA

In the occasion of a release of the Dom Pérignon P2, we were tasked to boost product awareness and sales amongst the brand's VICs through a series of intimate dinners.

The dinner series was hosted by **Richard Geoffroy, Dom Pérignon's Chef de Cave**, and **Pascal Tingaud, Executive Chef for Dom Pérignon**, in a collaboration with Chinese celebrity Chefs, in Beijing - Hao Cai and in Hangzhou - Yu Bin. Generating a sales of **80+ bottles** of P2.

Responsibilities:

- client management
- team leadership
- budget management
- creative development & production
- onsite operations

Agency: Imagination, Shanghai





SHANGHAI DISNEY RESORT

HONGQIAO AIRPORT RETAIL SHANGHAI, CHINA

The team behind then newly opened Shanghai Disney Resort chose us to work with them on redesigning Shanghai Disney Resort Hongqiao Airport Stores, at 2 different wings of its Terminal 2.

The project consisted of **fully fitting out 2** identical store locations and integrating interactive Disney content into the retail spaces to boost merchandise sales and visitor numbers to the Resort. The **retail design** and its **digital activations** remain a draw until today.

Responsibilities:

- client management
- team leadership
- budget management
- creative development & production

Agency: Imagination, Shanghai





UBISOFT

CHINAJOY 2017 SHANGHAI, CHINA

We won the opportunity to work with Ubisoft on the design, construction and booth management for their presence at ChinaJoy 2017.

Flipping the idea of an exhibition booth on its head, our innovative execution brought to life an immersive entertainment world, stage show and player engagement. Making it one of the **most talked-about** and **highest-attended** booths at the show that year.

Responsibilities:

- client management
- team leadership
- budget management
- creative development & production
- onsite operations

Agency: What If Events, Shanghai



STEELCASE

SERIES 1 LAUNCH SHANGHAI, CHINA

We were hired to come up with an engaging way to launch a new office chair, Steelcase Series 1 - a chair at an accessible price point that retains first class ergonomics and provides a unique level of customisation.

We took the word “customisation” to the next level. From **unique displays** for each chair, **colourful catering menu**, to **improv actors** representing each persona of the different chairs - Extrovert, Optimist, Minimalist, Naturalist.

Responsibilities:

- client management
- team leadership
- budget management
- creative development & production
- onsite operations

Agency: What If Events, Shanghai





NAKED HUB

HQ OPENING SHANGHAI, CHINA

This was one of the most fun projects I had the pleasure to work on so far - the grand opening of Shanghai's own co-working giant's headquarters (now a part of WeWork).

We turned the building into a fully immersive neon jungle experience set over **5 floors** including a rooftop terrace with **roaming entertainment**, spread out **F&B areas**, activities and **3D photo booths**, hosting over **1,500 guests**. The event was the talk of the town.

Responsibilities:

- client management
- team leadership
- budget management
- creative development & production
- onsite operations

Agency: What If Events, Shanghai





ROCKBUND ART MUSEUM

RAM HIGHLIGHT 2017: DISPLACE SHANGHAI, CHINA

To launch the museum's annual art project, exploring cutting-edge creativity in the fields of contemporary art and culture, we came up with an **indoor picnic concept** for the opening night.

Decorated with **outdoor furniture, wooden pallets, soft-drink cases** as seats, **and fresh ingredients on tabletops**, art collectors, gallerists, curators and artists indulged in this **avant-garde meal**.

Responsibilities:

- client management
- team leadership
- budget management
- creative development & production
- onsite operations

Agency: What If Events, Shanghai





HUGO BOSS

ASIA ART AWARD 2017 SHANGHAI, CHINA

Bridging art and fashion we worked with Hugo Boss and Rockbund Art Museum on a **concept development** and **production** for an annual event showcasing emerging talents throughout Asia.

The platform continues to provide a voice to the finest and rising stars of the **contemporary Asian art scene**, while continuing to foster a cross-cultural understanding that transcends borders.

Responsibilities:

- client management
- team leadership
- creative development & production
- onsite operations

Agency: What If Events, Shanghai





PYEONGCHANG 2018

PARALYMPIC WINTER GAMES

PYEONGCHANG & SEOUL, SOUTH KOREA

Working with the Slovak Paralympic Committee in South Korea was a beginning of our long-term partnership in APAC.

Originally hired to support the **hospitality program** for VIP guests arriving from Slovakia (celebrities, government officials, partners and sponsors) in **Pyeongchang 2018**, we have extended our collaboration **through to Beijing 2022 (incl. Tokyo 2020)**.

Responsibilities:

- guest management
- onsite program co-creation & operations
- transportation coordination
- hotel & catering support

Freelance project





MACY'S CHINA

BIG MEETING 2018 ZHOUZHUANG, CHINA

I worked with Macy's China on the planning and execution of their 2-day internal meeting which objective was to build a team of one through inspiring presentations, wellness activities and evening networking.

The **brand came to life** through the thoughtful and useful **SWAG** we ordered in the brand colours, **production design** as well as **event decor** and **activities**.

Responsibilities:

- client management
- budgeting
- creative development & production
- onsite operations

Freelance project





DIOR

APAC TRAVEL RETAIL SEMINAR TOKYO, JAPAN

I was brought on by a Hong Kong based agency to support **onsite operations** for a regional seminar in Tokyo, where almost **700 beauty consultants** from all over Asia-Pacific gathered to learn about new **Dior travel retail** products, and to celebrate their sales success.

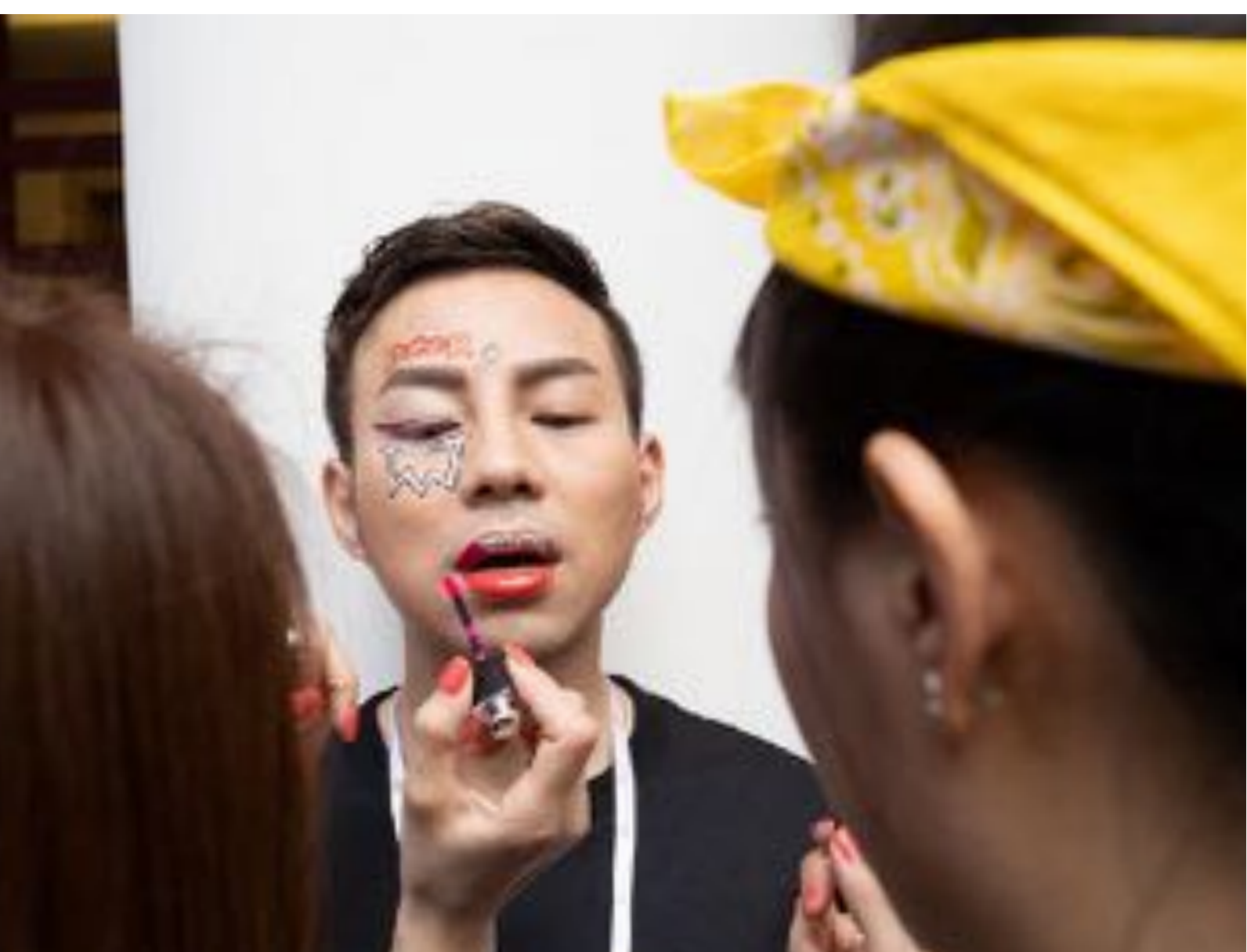
Working closely with the Hilton Shinjuku team we ensured a smooth and memorable seminar delivery for all Dior staff.

Responsibilities:

- workshop coordination
- run of show support
- onsite operations

Freelance project





GIORGIO ARMANI

2020 CRUISE COLLECTION SHOW LIVESTREAM TOKYO, JAPAN

We were contracted to **livestream** Giorgio Armani's first co-ed Cruise Collection fashion show on **Instagram (IGTV)**. Collaborating with an experienced team of broadcasters in Tokyo, an executive producer in Shanghai and our hands-on client from Milan made it a success.

Giorgio Armani has chosen Tokyo as its theatre to homage both the designer's affinity with the Japanese culture and aesthetic.

Responsibilities:

- client management
- vendor management
- budget management
- onsite operations

Agency: Empire Entertainment, Tokyo



MERCEDES-BENZ

MERCEDES-BENZ VISION EQS MEDIA TOUR TOKYO, JAPAN

We assumed a role of a local **fixer** and were also responsible for **location management** for a media tour production of the new Mercedes-Benz EV "Vision EQS".

Only a limited number of media have been selected to meet the hero vehicle before it was unveiled at the Tokyo Motor Show 2019 later that month.

Responsibilities:

- client management
- location search & management
- budget management
- onsite operations

Agency: Empire Entertainment, Tokyo





BVLGARI

AVRORA AWARDS 2019 TOKYO, JAPAN

We worked with BVLGARI on developing the concept for this **annual, high-profile gala event** for in Tokyo back in 2016, it was soon adopted by other markets.

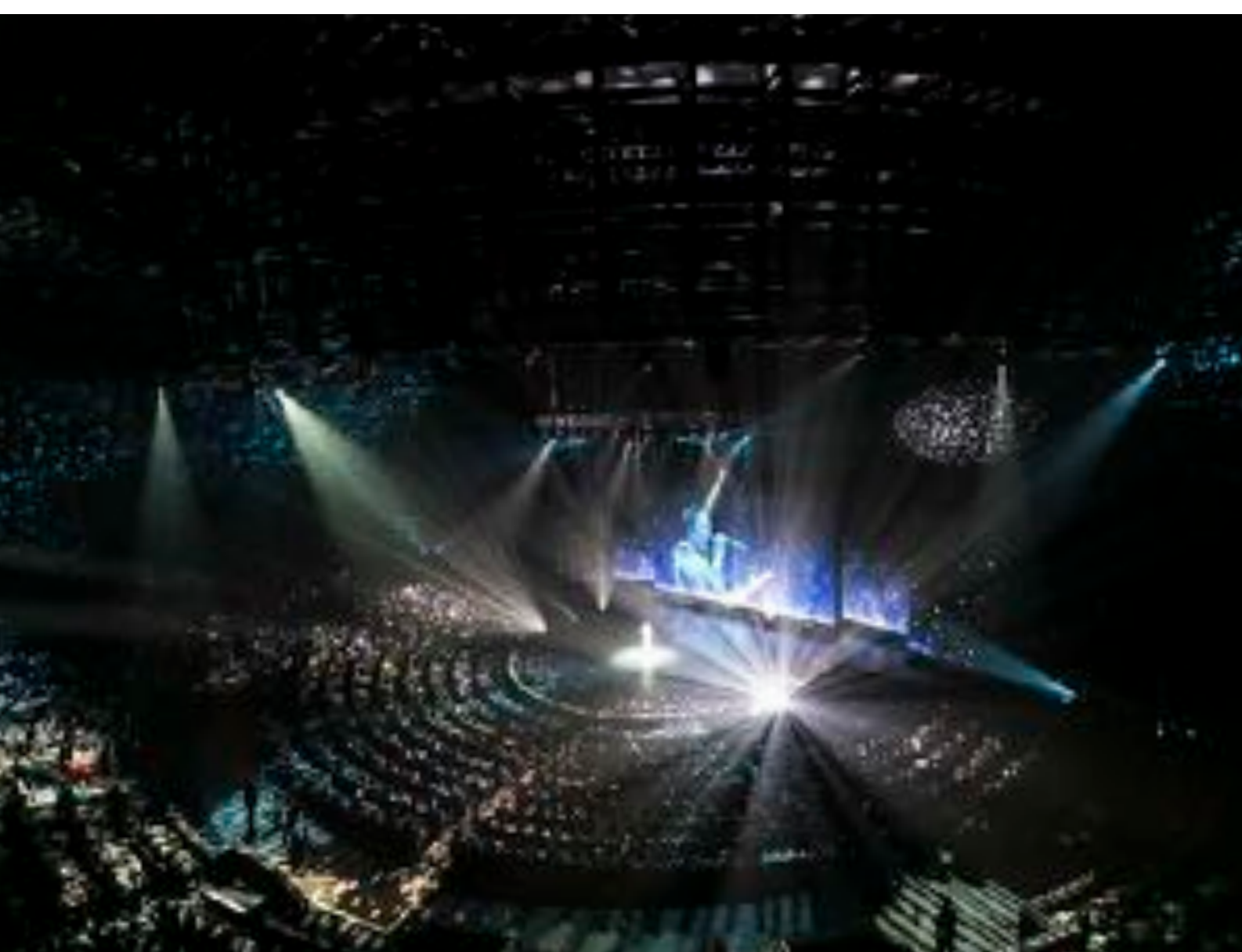
The awards are the culmination of a **year-long program** that focuses the spotlight on **extraordinary Japanese women** who shine in their fields and are an inspiration to women throughout Japan.

Responsibilities:

- client management
- team coordination
- onsite operations



Agency: Empire Entertainment, Tokyo



EURASIA

GZERO SUMMIT 2020 ONLINE

Eurasia Group's annual GZERO Summit is a premier forum for world business and political leaders coming together to discuss the greatest geopolitical risks and opportunities on the horizon.

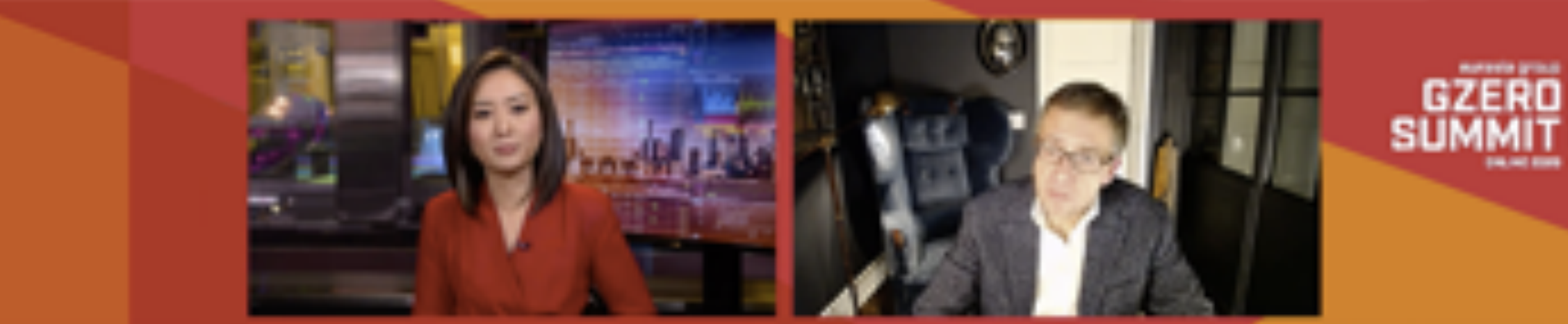
In 2020, we had to pivot and held the summit online for the first time. Managing **60 speakers** across **4 different timezones**, live in front of **1,800+ pax watching**.

Responsibilities:

- client management
- event portal design
- event technology and live streaming
- pre-recording and content management
- show calling

Agency: Empire Entertainment, Tokyo





Covid19

GZERO Summit on the Fight Against the Covid-19



Panel Discussion
GZERO Summit on the Fight Against Covid-19

Key Panel
 (English Audio)

Panel Discussion
GZERO Summit on the Fight Against Covid-19

Panel Discussion
GZERO Summit on the Fight Against Covid-19

Key Panel
 (Japanese Audio)



VIP Roundtable
 (English Audio)



VIP Roundtable
 (Japanese Audio)

HOME AGENDA SPEAKERS VIDEO LIBRARY PARTNERS FAQS MEETING SURVEY



Watch recorded sessions from the agenda page or the Library.

IT'S A WRAP

GET IN TOUCH

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