

MORKUS MATKEVIČIUS

Chief Marketing Officer | Independent Board Member

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EXECUTIVE SUMMARY

Experienced marketing leader with **15+ years driving growth** for leading retail, FMCG, B2B, and e-commerce brands across the Baltics. Currently serving as an **Independent Board Member**.

Specialized in building powerful brands through integrated campaigns combining **traditional media**, **BTL**, **social media** and **digital marketing** - consistently delivering brand awareness and measurable ROI.

I've successfully managed **multi-million euro budgets**, led cross-functional teams of 5-50+ professionals, and driven sustained business growth across **Lithuania, Latvia, and Estonia**.

PROFESSIONAL EXPERIENCE

Sep 2025 – Present | **Independent Board Member**

Makveža (*one of the largest DIY retail chains*)



- Provide strategic guidance on organizational strategy and long-term goals
- Contribute to long-term business strategy and organizational development
- Offer independent perspective on board discussions, strategy and leadership decisions

Apr 2023 – Jul 2025 | **Marketing Director**

Topo Grupė (*largest home electronics retailer in Lithuania, a member of Euronics Group*)



- Led comprehensive marketing strategy for one of Lithuania's largest electronics retailers
- Managed marketing team and multi-million euro budget across multiple channels
- Implemented digital transformation initiatives to enhance customer experience
- Developed and executed omnichannel marketing campaigns driving significant revenue growth

May 2022 – Jan 2023 | **Marketing Director, Baltics**

Kesko Senukai Lithuania (*leader in the DIY sector in the Baltics*)



- Spearheaded regional marketing strategy across Lithuania, Latvia, and Estonia
- Unified marketing operations across three Baltic markets for operational efficiency
- Led cross-functional teams to deliver integrated marketing campaigns
- Optimized marketing spend and improved ROI through data-driven decision making

May 2015 – May 2022 | **Head of Advertising, Head of Marketing**

Lidl Lithuania, Lidl Latvia & Lidl Estonia (*discount grocery chain*)



- Built and led high-performing teams of 40+ marketing professionals across three countries
- Delivered successful market entry for Lidl brand in Lithuania, Latvia, and Estonia
- Executed 70+ strategic store opening events across the Baltics
- Controlled and optimized marketing budgets exceeding €15 million annually
- Implemented digitalization initiatives and Lidl Plus loyalty program

Apr 2010 – Mar 2013 | **Chief Marketing Officer**

Adampolis (official MAN Truck & Bus SE representative)



- Developed and implemented marketing strategy for premium commercial vehicle brand
- Led B2B marketing initiatives targeting fleet operators and businesses
- Organized product launches and customer events

Jan 2005 – Sep 2007 | **Sales and Marketing Manager**

Novaturas (Largest Tour operator in the Baltics)



- Organized and coordinated tourism trade shows and exhibitions
- Built and managed B2B partner network of 100+ travel agencies
- Created and launched sales promotion campaigns
- Managed production and distribution of seasonal marketing catalogs

EDUCATION

Marketing Strategy and Management Program | MBA (in progress)

ISM University of Management and Economics

EU Politics and Administration | Master's studies (ABD – all but dissertation)

Mykolas Romeris University

Geography | Bachelor's Degree

Lithuanian Educology University

Tourism Management | Tourism Manager Qualification

Lithuanian Educology University

PROFESSIONAL DEVELOPMENT

Corporate Governance & Board Responsibilities | VZ Academy

Project Management (ADKAR Change Model) | Change Partners

Active Sales | Mercuri International Lithuania

E-Business | Baltic Orbis

Leadership Development | Training and Development Center

Organizational Entrepreneurship | Organization Development Center

LANGUAGES

Lithuanian – Native

English – Advanced (B2 CEFR)

German – Intermediate (B1 CEFR)

Russian – Advanced

Polish – Basic