

PETER GROISS



Current Address:

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Personal info:

Date of birth: March 10, 1961
Place of birth: Slovak Republic

Sep '08 – present

gp service s.r.o., CEERU s.r.o. Europe, Russia, MENA
Chief Executive Officer, Owner

Companies specialized to provide clients with financial, business and investment advisory as well as in project startups.

Russia

- **Project advisory** (September 2019)
- **Advisory** in Investment and in New Companies Establishment in RAK and in Europe (2016 -2018)
- **Advisory** in Investment and in New Company in Moscow (2018)
- **Introduced Innovation System** – developed and introduced a new financial system to improve client's business performance, launched and implemented (2014)

Europe

- **Project advisory** in Oil Industry/ White Diesel / Project preparation in Europe (Switzerland, Austria, Croatia, 2019)
- **Project advisory** in the field of Air Transport Industry in Bratislava & Dubai (2019)
- **Real Estate Project Advisory** – Construction in Bratislava (2018)
- **Trouble Shooting Management** - in Bratislava (2018)
- **Project advisory** - Bioethanol II. Generation / Project launch in Hungary (2017/2018)
- **Project advisory** in Oil Industry/ White Diesel / Project launch in Switzerland (2018)
- **Project advisory** in Steel Industry Project relaunch in Hungary (2016)
- **Advisory** in Real Estate Project relaunch / Investment Advisory in Slovakia (2017)
- **Initiated Strategic Cooperation** – worked with European companies to identify strategic partners, identified areas of collaborations, initiated collaborations and contract closures between new partners

MENA

- **Successful Field Testing** of Emulsion in Qatar (October 2019)
- **Project advisory** in Oil Industry/ White Diesel / Project preparation in Egypt (2019)

- **Project advisory** in Oil Industry/ White Diesel / Project preparation in Qatar (2018)
- **Standalone Dialysis Centers** – Project launch preparation for UAE and KSA (2018)
- **Initiated Strategic Collaborations** between Russian and UAE based companies in RAK FTZ / **Referral Partner for RAK FTZ** (2016 -2017)
- **Initiated Strategic Collaborations** – worked with Kuwaiti and European companies to identify strategic partners, identified areas of collaborations, initiated collaborations and contract closures between new partners
- **Developed Strategic Roadmaps** – conducted internal and external analysis, cooperate on workshops to identify SWOT, strategic direction, value drivers, objectives, strategic map

Examples:

1. 2017 - Partnership in unique project offering solution for production of environmental friendly fuel in Switzerland
2. 2017 - Partnership in unique project offering solution for treatment of dialysis patients in GCC / India
3. 2016 - Advisory in new financial structure and company re-designing for a client in Metal Industry in Slovakia/Hungary
4. 2015 - Advisory in Marketing Strategy for a New Co. in Slovakia
5. 2015 - Full Design of Marketing Strategy inclusive BP for Italian partner, initiation of strategic cooperation between partners from Europe and GCC
6. 2014 – Advisory for purchase of Airport in Germany
7. 2011 - Client in Russia has immediately after implementation of changes has improved his rating performance in front of financing institutes and has lowered his refinancing costs

Jul '04 – Sep '08

IMMORENT Slovensko s.r.o.

Slovakia, Austria

Chief Executive Officer

IMMORENT Slovensko s.r.o. is a daughter company fully incorporated in Die Erste Group (Bank) specialized in Real Estate Leasing and Real Estate Projects

- **Developed Strategic Roadmap** – conducted internal and external analysis to identify new projects and investment possibilities, led teams and workshops to identify SWOT and to power new strategic directions, to increase turnover / profit and decrease risk exposure, value drivers, objectives, strategic map, and corporate KPIs
- **Introduced Innovation Plan** – developed a program to improve business performance through innovation, launched and promoted the program in IMMORENT
- **Managed Innovation Plan** – managed assessment of innovation ideas, monitored performance of innovation initiatives, provided reporting on the plan to the group CEO and the Executive Management Committees
- **Initiated Strategic Collaborations** – worked with teams to identify bank group internal and external strategic partners, identified areas of collaborations, initiated collaborations
- **Developed New Business** – created new internal and external business opportunities, conducted research, feasibility assessment, developed concepts/plans, follow up, conducted and/or monitored implementation, pitched and marketed projects, identified potential partners, opened relationship with new clients, assured follow up of the business case until successful closure, project guidance and supervision

Examples:

1. **IMMORENT Industrial Parks in Kosice and Zilina (Slovakia)** – Leader of team preparing and launching the start of two industrial parks (100 hectares) in excellent locations with foreseen exit through further fund investment with project value of EUR 450,0 Million.

Developed strategy, guided preparation and start up, introduced projects to local and international companies

2. **Introduced Innovation Program** - supporting diverse worldwide customers' needs IMMORENT advised the investor from the point of decision making until the final investment take over and following period of maintenance / facility management. IMMORENT's ability to enter the process up to the client's wish everywhere in the line from investments advisory and financing till property management takeover was highly appreciate on the market.
3. **Service Package** - IMMORENT was fully involved in this kind of services for all on group level controlled Real Estate Funds.

Jul '00 – Jun '04

HVB Leasing Slovakia s.r.o.

Slovakia, Austria

Chief Executive Officer

HVB Leasing Slovakia s.r.o. was a leasing daughter company fully incorporated in HypoVereinsbank Group later after merger in UniCredit Group specialized in Real Estate Leasing

- **Supported Group M&A Process inclusive Strategic Planning** – conducted internal analysis before and during the Merger, identified gaps, led teams and strategic workshops, guided internal departments in developing New Strategic Initiatives after Merger including Budgets and KPIs
- **Developed New Business** – prepared and realized a New Co start up, created new internal and external business opportunities, conducted research, feasibility assessment, developed concepts/plans, follow up, conducted and/or monitored implementation, pitched and marketed projects, identified potential partners, opened relationship with new clients, assured follow up of the business case until successful closure, project guidance and supervision
- **Merger Troubleshooting** – in difficult cases of Merger implementation within the company successfully adapted the Merger processing to positive final result
- **Developed partnerships** - identified and initiated partnerships with private and government partners, introduced tailored made products to new potential clients
- **Led Annual Strategic Planning** – conducted internal and external analysis, led teams and workshops, identified strategic direction, initiatives, timelines, and KPIs; supported Group HQ in budget development
- **Managed Corporate Performance** – improved mechanism of monitoring projects of Client Relations, Product Promotion, Sector Development, and Regional development, conducted quarterly performance reviews, developed quarterly performance reports, presented performance reports to the Director General
- **Supported Group M&A and Strategic Planning** – conducted internal analysis before and during the Merger, identified gaps, led team and strategic workshops, guided internal departments in developing New Strategic Initiatives after Merger including Budgets, and KPIs

Examples:

1. **HVB Leasing Slovakia s.r.o.** – one of the first companies on the market offering long term lease contracts for 20 years. In accordance with this strategy one of the big five world retailers choose HVB Leasing Slovakia s.r.o. as strategic partner for financing his entry on the market

Jul '95 – Jun '00

Bank Austria Leasing Slovakia s.r.o. Slovakia, Austria

Chief Executive Officer

Bank Austria Leasing Slovakia s.r.o. was a daughter company fully incorporated in Bank Austria Group later after merger in new Bank Austria Creditanstalt Group specialized in equipment leasing

- **Supported Group M&A Process inclusive Strategic Planning** – conducted internal analysis before and during the Merger, identified gaps, led teams and strategic workshops, guided internal departments in developing New Strategic Initiatives after Merger including Budgets and KPIs
- **Merger Troubleshooting** – in difficult cases of Merger implementation within the company successfully adapted the Merger processing to positive final result
- **Developed New Business** – prepared and realized a New Co start up, created new internal and external business opportunities, conducted research, feasibility assessment, developed concepts/plans, pitched and marketed projects, identified potential partners, created new business cases, assured follow up, conducted and/or monitored delivery and final close up
- **Developed Partnerships** - identified and initiated partnerships with new private and government partners, attracted international operated companies
- **Led Annual Strategic Planning** – conducted internal and external analysis, led workshops with entities, identified strategic direction, initiatives, timelines, and KPIs; supported Finance department in budget development
- **Client Service / Troubleshooting** – in difficult cases with installment breakup successfully restructured and restarted the installment return

Examples:

1. **Leader of Team** - setting up a new business strategy, offering as first on the market financing for big industrial machinery, especially at that time rare, in foreign currency for midterm long period of return. Bank Austria Leasing Slovakia s.r.o. was the leader in financing new technologies - first to take on financing of Cycle Gas System.

Feb '90 – Jun '95

Business in own companies

Slovakia, Austria

Executive Manager, Owner

- Coordinated development and production of marketing campaigns
- Marketing advisory
- Marketing and Financial Advisory to private Lease Companies

Aug '85 – Jan '90

Slovart, Import Export company

Slovakia

Head of Department

Company in former Czechoslovakia was exporting all products related with culture worldwide.

- Created new contacts with new clients in Western Europe and increased the turnover

EDUCATION:

1967 – 1976 Elementary school ZDŠ Zobor, Nitra, Slovakia
1976 – 1980 High school/ Gymnázium Nitra, Slovakia
1980 – 1985 Economical University/ Vysoká škola ekonomická, Bratislava, Slovakia

OTHER SKILLS:

Languages: English (fluently)
Slovak (fluently)
German (fluently)
Russian (fluently)
Czech (fluently)
French (passive)

Driver license: B

INTERESTS:

Sport, pets, cinema, reading, travelling

(Saved three dogs from shelter within the family)