

Michael Fried

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Executive Summary

Strategic business leader with 15+ years' experience scaling global teams, driving cross-functional initiatives, and delivering high-impact growth strategies. Eager to leverage a strong background in market analysis, operational excellence, and stakeholder alignment to shape and execute group-level strategic priorities.

Key Achievements

Scaled Global Operations from Startup to \$125M+ in Sales

Drove strategic planning and operational execution that transformed a niche content business into a global player with six affiliate partnerships across North America, Europe, and Asia. Aligned internal team growth and partner strategy to deliver 100x sales growth over a decade.

Built and Managed International Teams Across Functional Domains

Identified new growth opportunities, structured and led hybrid teams (in-house and outsourced) across six countries, covering operations, content, SEO, and development. Maintained strategic alignment and cross-team collaboration, resulting in a 50% improvement in workflow efficiency and near-zero turnover.

Experience

CEO

The Diamond Pro 2020 – Present

- Doubled revenue through strategic partner diversification, securing rare cross-competitor partnerships in a highly territorial market to offer customers multiple brand options.
- Doubled revenue by offering multiple brand options, achieved through rare cross-competitor partnerships in a highly territorial market.
- Sustained and strengthened these partnerships through volatile restructuring periods and high-stakes brand conflicts, preserving trust and alignment among competing partners operating simultaneously within the same network.
- Drove growth in underpenetrated markets by leading market research and competitive analysis, securing exclusive affiliate partnerships and launching tailored go-to-market/strategic initiatives.

Head of Technical Operations

The Diamond Pro 2017 – 2019

- Successfully outsourced and managed IT, SEO, and content teams to maximize operational excellence and scale output. Implemented automated systems for technical oversight and content workflow management, significantly reducing manual bottlenecks.
- Developed an AI-driven tool to enhance customer experience and optimize lead generation by dynamically providing recommendations based on real-time needs and product availability.

Head of Content & SEO

The Diamond Pro 2014 – 2017

- Built and managed a 12-person hybrid team of internal employees and freelancers, creating scalable content operations to drive consistent 15-25% YoY traffic increases (through improved SEO, user engagement, and targeted market expansion).
- Designed and executed a comprehensive content strategy targeting short and long-tail keywords, driving organic traffic growth from 10k to 900k monthly visits.
- Developed conversion optimization strategies that increased site-wide conversion rates from 12% to 18%, directly improving lead generation and revenue performance.

Experience (Continued)

Customer Experience Manager

The Diamond Pro 2011 – 2014

- Established a repeatable and scalable process that improved successful response rates in half the time.
- Implemented a modern CRM ticketing system, streamlining customer issue tracking and resolution workflows.
- Maintained a near-zero turnover rate by growing teams from the ground up and creating a culture centered on learning, support, and professional advancement.

Sales Executive

Leo Schachter Diamonds, NYC 2006 – 2009

- Managed a \$7 million division, overseeing sales strategy and key account management to drive growth.
- Created brand initiatives for B2B partner performance, improving inventory turnover by 20% through targeted marketing and sales optimization.
- Delivered 2% annual sales growth despite industry contraction, using data-driven insights and partner-driven execution.

Education & Certifications

VŠE Prague University of Economics and Business –
Executive MBA

Currently enrolled (2026 expected graduation)

Excel Skills for Business – Macquarie University
Project Management – Google
Data Analytics – Google

Skills

Executive Leadership

Team Building & Management

Global Business Development

Operational Excellence

Project Execution & Strategy

Partnership Development

Personal

Native New Yorker who has lived in Brno for the last 14 years. I have lived in 6 countries and visited 70 more. In my free time I love to travel, cook and play disc golf.

Languages

English (native)

Hebrew (B2)

Czech (A2/B1)

Stack

Productivity & Documentation: Microsoft 365, Google Workspace

Presentation: PowerPoint, Gamma, Google Slides, Canva

Project & Workflow Management: Monday, Trello, Click-Up

Business Intelligence: PowerBI. Familiarization with SQL, R, Tableau