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

Chief Executive Officer

The Diamond Pro   **2011 – Present**

Business Growth & Strategy

- Led company-wide strategic transformation from startup to multi-million-dollar revenue, scaling internal operations and expanding partner network across 3 continents.
- Doubled affiliate conversion by offering multiple brand options, achieved through rare cross-competitor partnerships in a highly territorial market.
- Drove growth in underpenetrated markets by leading market research and competitive analysis, securing exclusive affiliate partnerships and launching tailored go-to-market/ strategic initiatives.

Project & Team Leadership

- Built and managed a high-performing internal team of 10, alongside multiple outsourced teams across operations, marketing, and engineering, to build scalable business growth.
- Maintained a near-zero turnover rate by growing teams from the ground up and creating a culture centered on learning, support, and professional advancement.
- 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.

Operational Management

- 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.
- Defined and executed the company's content and rebranding driving consistent 15-25% YoY traffic increases (from 40k to 750k+ monthly users) through improved SEO, user engagement, and targeted market expansion.

Sales Executive

Leo Schachter Diamonds, NYC   2004 – 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

VŠE Prague University of Economics and Business - Executive MBA Program

Currently enrolled (2026 expected graduation)

Certifications

- 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: Familiarization with SQL, R, Tableau