

# Michael Fried

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## Executive Summary

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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 at AFGA.

## Key Achievements

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### ◆ 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

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### *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.
- Expanded partnerships from 1 to 6 affiliate retailers, increasing annual sales from \$2M to \$125M by cultivating collaborative relationships with competing retailers.
- Conducted market research and competitive analysis to identify growth opportunities, then collaborated closely with affiliate partners to create exclusive relationships and tailored strategies for underpenetrated markets.

#### *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 in 2017 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.
- Directed the company’s content strategy, guiding rebranding initiatives and multiple site redesigns that elevated user engagement and SEO visibility. Oversaw strategic analysis to uncover untapped markets, enabling a targeted expansion that increased monthly website traffic from 40,000 to over 750,000 users.

Sales Executive

Leo Schachter Diamonds, NYC 2004 – 2009

- Managed a \$7 million division, overseeing sales strategy and key account relationships to drive growth.
- Created brand initiatives for B2B partners, improving inventory turnover by 20% through targeted marketing and sales optimization.
- Achieved a 2% annual sales increase despite industry challenges, leveraging market insights and strong partner collaboration

Education

VŠE Prague University of Economics and Business - Executive MBA Program	Certifications
Currently enrolled (2026 expected graduation)	<ul style="list-style-type: none"><li>• Excel Skills for Business – Macquarie University</li><li>• Project Management – Google</li><li>• Data Analytics - Google</li></ul>

Skills

Executive Leadership	Global Business Development	Project Execution & Strategy
Team Building & Management	Operational Excellence	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)
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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