

# PETAR LAFCHIEV

*Head of MarTech Solutions*

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## SUMMARY

Experienced and visionary MarTech leader with over a decade of success in driving innovative solutions and strategic growth in digital marketing technology. Proven track record in team leadership, client engagement, and selling and delivering custom-tailored marketing solutions. Skilled in leveraging technology to enhance marketing strategies, with a keen focus on aligning business goals with cutting-edge technological advancements. Excels in dynamic, fast-paced environments, demonstrating exceptional problem-solving skills and a passion for staying ahead in the evolving digital landscape.

## KEY COMPETENCIES

- **Strategic Leadership:** Demonstrated ability to lead and inspire teams in high-growth environments.
- **Marketing Technology Expertise:** Extensive knowledge of MarTech platforms and digital marketing strategies.
- **Innovative Solution Design:** Proven track record in designing, selling and implementing effective marketing technology propositions and solutions.
- **Client Engagement & Relationship Management:** Skilled in building strong client relationships and understanding client needs.
- **Analytical & Problem-Solving Skills:** Expertise in analyzing market trends and developing strategies to address complex challenges.

Merkle EMEA  
Jan 2023 - Current

## WORK HISTORY

### Head of MarTech Solutions, UK

- Leading a team of 11 MarTech solution professionals in the areas of Adobe, Salesforce, Braze, Bloomreach and CDPs
- Ownership of the Merkle MarTech Practice's P/L - accounting for close to £20m in 2023
- Designing and delivering new service propositions that keep Merkle competitive and ahead of the curve
- Collaborating closely with our Sales, Client Services, Marketing and Alliances teams to cement Merkle on the forefront of MarTech services in the industry

#### **Key Achievements:**

- Overachieved 2023 Targets on both revenue and margin - one of the very few departments of Merkle to do so
- Achieved a 100% team retention throughout the year
- Single-handedly kick-started a brand new partnership with Bloomreach and delivered over £1.6m revenue in-year with it

Merkle EMEA  
Jan 2021 - Dec 2022

### AEP Practice Lead - UK

- Accountable and responsible for the setup and growth of our Adobe Experience Platform (AEP) Practice in the UK
- Targeting £3.5m in services revenue for 2021 (including services around complementary solutions like Campaign, Target, Analytics and others)
- Working with our Delivery Practice Leads to ensure our teams are trained and in place to support our expected growth

#### **Key Achievements:**

- Grew Adobe Practice by 20%
- Sold and delivered the first Adobe Journey Optimizer project in EMEA for No7

Merkle EMEA  
Jan 2021 - Current

Merkle EMEA  
April 2018 - Dec 2020

Merkle EMEA  
Mar 2019 - Aug 2019

## AEP Center Of Excellence - EMEA

In parallel to my UK role, I also sit on the AEP Center of Excellence for EMEA.

### Key Responsibilities:

- Building a standardised sales and delivery framework for AEP projects across EMEA
- Working closely with Adobe Sales and Partner teams to align our value proposition and joint partnership around AEP
- Enabling our in-market sales, pre-sales and delivery teams across Nordics, DACH, South Europe and MENA
- Forecast and report on the AEP EMEA practice growth

## Solution Consultant - EMEA

Following from the successful launch of the Adobe Practice in Barcelona and it becoming more self-sufficient, I took up a new objective of securing new business around EMEA for our team.

### Key Responsibilities:

- Jumping into new opportunities presented by sales and client service teams by owning requirements gathering, qualification, scoping, pricing, proposal writing and pitch delivery.
- Guiding clients on the selection of the right MarTech tool (like Adobe, Salesforce, HCL, Accoustic and others) by delivering in-depth client personalised software vendor benchmarks.
- Following from there, further supporting our clients with the correct adoption, architecture and use of these technologies.
- Acting as a System Architect and designing complex system architectures and technology roadmaps
- Working as part of a global Merkle community of Marketing Technology experts to provide thought leadership and training to colleagues and clients

### Key Achievements:

- Delivered £2.5m in-year service revenue around MarTech in 2020.
- Led on the architecture design and delivery of the first AEP implementation in EMEA through Signify

This role run in parallel to my management and leadership responsibilities within the Adobe Practice for the first year and to the Head of Platform Enablement role in the 2nd year.

## Head of Platform Enablement

As a result of a company reorg, I was asked to step in and lead and manage our Platform Enablement department in London, UK. The team consisted of 21 members who were focusing on delivering MarTech campaign operations, client enablement and best practice consultancy. I managed this role in parallel to my Solution Consultant responsibilities until we managed to interview and hire a suitable candidate to take the role on full time later on in September.

### Key Responsibilities:

- Defining the Team's mission and purpose
- Team Management - 1:1s, career planning, performance monitoring
- Establishing key business propositions of the team

## Merkle EMEA

May 2017 - March 2019

### **Key Achievements:**

- Grew the team and ensured a 100% retention rate
- Re-structured the team where necessary to reduce reliance on the head of the department
- Enabled and empowered key team members as team leads and provided them with autonomy and decision making powers
- Aligned the department with my previous team at the Barcelona Center of Excellence in terms of ways of working and processes
- Improve operational and financial efficiency via process improvement and timesheet management
- Interviewed a number of internal and external candidates for the role until finally hiring the ideal one to fulfill this role full time

## Adobe Practice Lead - Barcelona, Spain

As part of Comet Global Consulting's acquisition of Merkle Inc, senior management asked me to move to Barcelona and kick off a brand new Adobe Practice alongside our existing IBM and PEGA practices.

### **Key Responsibilities:**

- Interviewing over 150 candidates and hiring a team of 12 people - 9 Campaign Consultants and 3 Technical Consultants
- Designing and delivering a successful team structure and dynamic
- Creating the necessary training paths required to get the team Adobe Campaign certified
- Mentoring and support on client project work and direct line management
- Working on key client engagements to ensure successful deliveries
- Building an European resource management process suitable to our new scale
- Creating a set of contract and delivery templates in order to ensure standardisation across projects and clients

Our practice's clients included some of the best brands in the UK such as Sainsbury's Bank, Virgin Holidays, Premier Inn, AVIVA and others.

The practice achieved one of the highest scores on the GLINT intracompany engagement survey across Europe. It measures a team's engagement, happiness and view of their company.

## Merkle EMEA

September 2016 -  
May 2017

## Senior Technical Consultant

A business-technical role focusing on implementing, running and supporting IBM's marketing technology stack (Unica/Silverpop/IBM Marketing Cloud) for a number of clients.

### **Key Responsibilities::**

- Client requirement gathering
- Database implementation and management
- IBM technology implementation and management
- Custom solution development
- Multichannel marketing campaign deployment
- Marketing Reports

IBM

July 2015 - August 2016

## Marketing Technology Advocate - EMEA

A role focused on the technical enablement and support of IBM's Marketing Cloud business partners in EMEA.

### Key Responsibilities::

- Enable and develop key strategic partners by building relationships with their technical 'champions'
- Deliver custom product demos of IBM's technologies at numerous events and partner offices across the world
- Train, enable and guide resellers and agencies in development and delivery of Marketing Cloud client engagements
- Support partners in becoming self-sufficient in implementing Marketing Cloud solutions whilst ensuring end client success

As a result, I built very strong relationships with some of the key marketing technology consultancies, agencies and resellers across EMEA. Moreover, my work has been recognized by IBM's management through a number of VP awards and the highest yearly performance ratings possible.

Institute Of Direct And Digital Marketing,  
London

2016 - 2017

## EDUCATION

### Professional Diploma in Direct and Digital Marketing

- This programme is the equivalent to a level 7 qualification or to master's degree level and is made up of 11 modules. It is aimed at experienced marketers looking to gain a more strategic understanding of the scope of both on and offline marketing.
- For more information please [see here](#).

Aston University UK

2010 - 2014

### BSc Economics and Management

Graduated with First Class Honours

# CLIENTS

signify

Boots

NOW TV

Sainsbury's  
Bank

LNER  
LONDON NORTH EASTERN RAILWAY



Virgin  
HOLIDAYS

AA