



Jana Tikalová, M. A.

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Date of birth: 18. 09. 1978
Nationality: Czech
Profession: Independent trainer and coach

Working experiences

**10/2012 – 07/2014: Master Trainer / International Sales Strategy (Sales, Marketing & Network)
VW Group – ŠKODA Auto a.s., full time**

Achievements:

- Design and development of an international training programme (3 modules, Development Centre and Certification) for the Area Sales Managers/Field Force at the ŠKODA importer. Training focus: hard and soft skills in automotive business (sales volume, customer satisfaction, ROS, marketing, people management).
- Training delivery for markets: Ireland, India, Spain, Estonia, Bulgaria, Latvia, Lithuania, Romania
- Design of training manual on ŠKODA brand (composed of 28 training activities), liaising sales and aftersales training departments during the development of the manual, coordination of the project, responsible for tender graphic agency.
- Design and delivery international train the trainer on ŠKODA brand for 8 countries.
- Design and delivery of Field Force Training for ŠKODA India (5 phases training), tailor made according to current situation of the market.

Main responsibilities:

- Designing of management training programme and training delivery at importer (ASM/Field Force) and dealership (train the trainer for Sales Managers). Contribution to achieving the ŠKODA distribution strategy - 2018 targets through trainings and consultancy.

**2/2010 – 7/2012: Senior Manager in Training and Development / Trainer & HR
La Gardere Services Group /Aelia Czech Republic, full time
Travel Retail Operating in Duty Free Environments selling luxury products**

Achievements:

- Management and delivery of trainings and coaching - Increasing performance of line managers in business and leadership skills. Sales process and product training delivery – increasing sales volume and customer satisfaction – managing Mystery shopping (adaptation to local market, training, monitoring): ranking top 5 in customer satisfaction out of 120 shops in 4 countries in 2011, aver. basket increased by additional sales.
- Personal audit (of 140 employees) including recruitment of new staff (approx. 40 full time and 60 part time employees) within 6 months after the acquisition of the Czech Airlines taken by the La Gardere Group in 2010.
- Establishing company training strategy and HR processes in order to meet the ISO 9001 quality standards. Passed the audit and attained the ISO Certification by Bureau Veritas in 2012. The international and local audit always passed without any correction measures.
- Personal audit (of 6 employees) in top management during and after the acquisition with the largest competitor in duty free Prague airport (Unimex) unification and employee training in 2012.

Main responsibilities:

- Leader and decision maker for company training and HR.
- Development of company training strategy and HR system for all the Aelia duty free shops in CZ, localization and development of trainings for mid management (people and business management skills), sales advisors (customer services, sales techniques, product trainings).
- Management of ISO 9001, recruiting, consultancy and coaching to line managers, coordination of annual appraisals, talent management, responsible for communication and collaboration with the international HR and Training department in HQ (France).

Secondary responsibilities:

- Coordination of a project employees' satisfaction, organisation of company events, presentation at the international management board meetings in France (country performance in trainings, development, HR, training strategy), training delivery for Aelia Spain, training of cabin crew of the Czech Airlines (customer services and sales techniques).

2002 licence - current: OSVČ (freelance) www.janatikalova.cz

- Consultant & Coach in sales and HR
- Trainer of management soft skills
- Facilitator & moderator (workshops, board meetings, conferences)

Czech Republic, France, Poland, Hungary, Slovakia, England, Spain, Jordan, Georgia, Holland, Finland, Turkey, Germany, Romania, Serbia, South Africa, Mexico, Portugal, Luxembourg.

References: i.e. T-mobile, Bageterie Boulevard, Van Graaf, ČSOB, Reebok, ArcelorMittal, RWE Transgas, BIKE FUN International, Tetra Pack, Tutor s.r.o., 1. VOX a.s., Council of Europe

Academic education

- 2001–2003 Social and cultural anthropology - Master programme. University of Durham (UK). Faculty of Social Science.
- 2000 – 2001 Social and cultural anthropology – Master programme, West Bohemian University of Pilsen. English and Russian for commercial practice and business – BA programme, West Bohemian University.
- 1997–2000 Social and cultural anthropology, BA programme, West Bohemian University of Pilsen.
- 1993-1997 Secondary school / Gymnasium Písek

Other education

- 2009 – 2010 Coach Specific Training at ČVUT Prague, 60 training hours (Pre course for the ACC accreditation by the International Coach Federation)
- 2006 – 2008 E-learning course on human rights and education for advanced trainers – Council of Europe, 2,5 years including practice
- 2008 Education for Competitiveness Operational Programme 2007 – 2013. Accredited project evaluator by Ministry of Education (CZ)
- 2007 Psychology – AMOS, 66 hours, Course completed by exams
- 2000 Journalism – West Bohemian University of Pilsen, 1 term course completed by exam
- 1999 – 2006 Various training courses in CZ or abroad i.e.: Communication and public speaking, Debating skills and techniques, train the trainers in intercultural communication and human rights, project management, soft skills.

Volunteer work

2001 – 2010, since 2011 occasionally

OPIM o.s. – Organisation Supporting the Integration of Minorities www.opim.cz.

- Founder and director of the organisation, manager of the educational projects.
- Project management, marketing, human resources (recruitment, development), organisation growth, fundraising, budget, project writing and reporting, administration.
- Analysing of educational needs of civil servants and non-profit organisations.
- Coordination of projects with the Czech and foreign partners, communication with the governmental bodies and local authorities, PR – presentation in public and media, strategic planning.

Other skills and work experiences

- General reporter of an EU international conferences
- Publishing and editing of educational manual
- Academic awards for a student work
- Teaching at University of Durham (UK) - 2 years
- Presentation at international conferences

Language skills

- English –excellent
- Spanish – good
- Russian – good
- French - basic
- Certified course of French language – 30 days intensive course, Council of Europe Strasbourg, 2002
- Certified course of English language – 3 months, Barnett College London, 1999
- Residential stays and university studies 2,5 years in the UK

Other

- Certificates from ŠKODA Auto product trainings (2012 – 2014)
- Web design CMS System, Joomla
- Microsoft Office (Word, Excel, Outlook, Power point)
- Driving licence (1998) – Active driver
- First Aid course (2008)
- Freelance Licence (since 2001)