

# OLGA DAVIDIAN

Senior Commercial & e-Commerce Leader | 20 Years Scaling International P&L Businesses EMEA & APJ | DTC | Omnichannel | Category Management

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olgadavidian.com - Executive Portfolio

Open to relocation within Switzerland

Swiss National - no work permit required



## EXECUTIVE SUMMARY

Twenty years of digital DNA: building and scaling international commercial, digital marketing, campaign management and e-commerce businesses with HP, as hands-on as strategic, progressing from digital production and project management to full P&L ownership of a \$68.3M international e-commerce business, grown from \$30.8M (122% growth) across 28 markets in EMEA, APJ, Japan and LATAM.

Trusted advisor to Product, Marketing, Finance, Analytics and Supply Chain leadership, translating business strategy into measurable commercial outcomes. AI-native operator: I apply multi-agent AI workflows and executive knowledge systems to accelerate strategic analysis and decision-making. Exploring senior commercial and digital commerce roles with multinational or Swiss consumer brands.

## EXECUTIVE IMPACT

Built a \$68.3M international e-commerce business, scaling from \$30.8M (122% growth) across 28 markets in EMEA, APJ, Japan and LATAM over a 2021-2025 tenure, through portfolio optimisation, pricing strategy and operational discipline.

Standardised 95% of the European portfolio and reduced aged inventory 97%, from \$800K to \$27K, through redesigned portfolio governance, centralised inventory management and Omnia pricing intelligence.

Scaled HyperX and Poly into \$6M and \$1M businesses through post-acquisition commercial growth strategies: HyperX grew +141% YoY; Poly grew +381% YoY in its first full year post-acquisition.

Owned P&L accountability for HP's Displays & Accessories, Poly and HyperX categories across EMEA, APJ, Japan and LATAM (28 international markets) through cross-functional influence over Product, Marketing, Finance and Supply Chain teams, with direct accountability in executive governance and operating reviews.

Directed digital content strategy across HP Store and 40+ online retailers, improving marketplace performance, SEO and customer experience across EMEA.

\$1M operational budget managed across cross-functional teams of up to 22 specialists spanning Product, Marketing, UX, Development and Analytics.

## LANGUAGES

|         |    |        |    |
|---------|----|--------|----|
| English | C1 | French | B2 |
| German  | A1 |        |    |

## CORE COMPETENCIES

### Strategy & Business Operations

- Business Strategy
- Strategic Planning
- Business Operations
- Business Performance Management
- Operating Reviews
- Executive Governance
- Executive Decision Support
- Investment Prioritization
- Growth Strategy
- Organizational Leadership
- Business Cases
- Accountability

### Commercial & Portfolio Leadership

- P&L Management
- Commercial Strategy
- Portfolio Strategy
- Category Management
- Revenue Growth
- Pricing Strategy
- Marketplace Growth
- Inventory Optimisation
- Customer Experience

EXPERIENCE

Executive Digital Business & AI Strategist

Founder & Advisory Practice

- 📅 11/2025 - Present    📍 Geneva, Switzerland
- Designed AI-powered executive workflows using ChatGPT, Claude, Kimi, and n8n, automating research, knowledge management, and strategic analysis.
  - Built multi-agent AI systems for executive research, market intelligence, and business opportunity assessment.
  - Published two executive market intelligence studies (e-commerce and Gaming industry analyses), combining multi-source research synthesis with original analytical frameworks.
  - Established an Executive Knowledge System capturing commercial frameworks and reusable business playbooks from 20 years of international leadership.
  - Built and launched an AI-assisted executive website (olgadavidian.com) showcasing commercial strategy and digital transformation thought leadership.

International e-Commerce Business Development Lead | Category & P&L

HP

- 📅 01/2021 - 10/2025    📍 Geneva, Switzerland
- Directed commercial strategy, business operations, and P&L for a \$65M international e-commerce portfolio across EMEA, APJ, Japan, and LATAM.
  - Oversaw annual business planning and operating reviews across 28 international markets to strengthen governance, accountability, and business performance.
  - Partnered with Product, Marketing, Finance, Analytics, Supply Chain, and regional leaders to align strategic priorities supporting a \$65M international business.
  - Identified commercial growth opportunities across pricing, merchandising, inventory optimisation, portfolio strategy, and customer experience, delivering 122% revenue growth from \$30.8M to \$68.3M.
  - Expanded HyperX and Poly into \$6M and \$1M international businesses through post-acquisition commercial growth strategies.
  - Standardized 95% of the European portfolio, reducing aged inventory by 97% from \$800K to \$27K while improving inventory health and operational efficiency.
  - Designed executive KPI dashboards and governance frameworks supporting operating reviews. Enabled better business visibility and executive decision-making across international markets.

Digital Project / Campaign Manager Content - New Product Introduction (NPI)

HP Store

- 📅 01/2019 - 12/2020    📍 Geneva, Switzerland
- Orchestrated new product launches across EMEA for Consumer, Commercial, Print, and Accessories businesses.
  - Implemented launch governance, operating standards, and execution processes improving launch readiness across regional markets.
  - Coordinated Product, Marketing, Sales, PR, UX, and Development teams to deliver synchronized product launches.
  - Guided a cross-functional team of 22 designers, developers, and UX specialists, strengthening teamwork, accountability, and delivery excellence.
  - Created post-launch reporting supporting continuous improvement and future launch planning.

CORE COMPETENCIES

Leadership

Leadership    Cross-functional Leadership

Executive Stakeholder Management

International Leadership

Team Development    Teamwork

Executive Communication

Organizational Effectiveness

Problem-Solving

Data, Analytics & AI

Business Intelligence

Executive Dashboards    Tableau

Google Analytics

Data-Driven Decision Making

AI Workflow Automation

Multi-Agent AI Systems

Executive Knowledge Systems

Generative AI    ChatGPT    Claude

Kimi

EDUCATION

Bachelor's in Economics & Business Management

Interregional Academy of Personnel Management, Kyiv

📅 2003 - 2008

COMMUNITY & PROFESSIONAL INVOLVEMENT

Certified First Responder Volunteer

Save a Life

📅 2023 - Present  
Certified first responder offering emergency aid and public awareness in Geneva.

Active Member & Speaker

Lausanne International Toastmasters Club

📅 01/2025 - Present  
Public speaker, evaluator honing executive communication and storytelling skills.

## EXPERIENCE

### Digital Content eTail lead - EMEA Omnichannel

HP

📅 01/2017 - 12/2018 📍 Geneva, Switzerland

- Defined digital content strategy across HP Store and 40+ online retailers, improving marketplace performance and customer experience.
- Implemented regional governance and content standards improving consistency across EMEA digital channels.
- Launched scalable content syndication processes, improving operational efficiency across Europe.
- Improved product discoverability through Iccat, Amazon, and strategic retail partnerships.
- Represented the regional digital content function while partnering with Category, Sales, and Marketing teams to strengthen commercial performance.

### Regional Digital Marketing Manager (Europe)

HP

📅 06/2014 - 12/2016 📍 Geneva, Switzerland

- Led digital marketing operations across EMEA, aligning execution with commercial priorities.
- **Oversaw a \$1M annual operational budget**, agency contracts, vendor performance, and resource allocation.
- Oversaw a cross-functional team of 10 digital specialists, fostering teamwork, accountability, and continuous improvement.
- Improved campaign deployment timelines by 30% through governance, organizational improvements, and process optimisation.
- Developed executive dashboards that informed business planning, investment prioritization, and resource allocation.
- Partnered with Marketing, CRM, Analytics, UX, and Development teams to strengthen communication and regional execution.

### Digital Project / Program Manager (Europe, Middle East and Africa)

HP Contractor 100% (via Sunny Systems)

📅 01/2009 - 06/2014 📍 Nicosia, Cyprus

- Directed end-to-end delivery of digital programs supporting HP's business across EMEA, ensuring on-time execution of multiple concurrent initiatives.
- Managed project planning, delivery governance, financial tracking, purchase orders, and agency budgets across international programs.
- Coordinated multilingual deployments across EMEA, aligning business requirements with technical execution and regional priorities.
- Partnered with Marketing, Development, and external agencies to improve cross-functional collaboration and delivery quality.
- Ensured SLA compliance, operational performance, and project governance across multiple international digital initiatives.

### Web Developer & Digital Production Specialist

HP Contractor 100% (via Sunny Systems)

📅 01/2006 - 01/2009 📍 Nicosia, Cyprus

- Developed enterprise websites (HTML, CSS, JavaScript) across multiple platforms, supporting multilingual campaigns across 28 international markets.
- Partnered with Product, Marketing, Finance, Analytics, and Supply Chain leaders across **28 international markets** to align strategic initiatives.
- Headed up development of websites using HTML, CSS, and JavaScript across multiple enterprise platforms.
- Delivered multilingual campaigns while improving digital production quality and consistency.
- Supported enterprise CMS operations and workflow efficiency.
- Achieved SLA targets while consistently delivering high-quality web production.

## ENTREPRENEURIAL INITIATIVES

### Business Partner

AGX Academy

📅 01/2022 - 06/2026 📍 Europe

- Built and managed the AGX e-commerce website, handling online sales of event tickets, training courses, and merchandise.
- Co-created and ran Tactical Xperience, an annual tactical training event (2023–2026), expanding to Slovenia in 2026, owning sponsor negotiation, budget, and marketing communications.
- Co-managed brand strategy and social presence across two channels reaching over 60K followers in the tactical training niche.
- Venture wound down in 2026 amid tightening EU tactical-training regulation and declining course demand.

### Founder

AGX Textile

📅 01/2022 - 12/2025 📍 Geneva, Switzerland

- Designed a tactical apparel line and sourced manufacturing partners across two countries, building prototypes through to a demo collection.
- Managed hands-on product operations, including shipment logistics and inventory tracking across the cross-border supply chain.
- Closed the venture in 2025 after assessing that logistics costs made the business uncompetitive.