



## Biografie/ Biographie

### Contact

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[www.linkedin.com/in/  
boyanneytchev](http://www.linkedin.com/in/boyanneytchev) (LinkedIn)  
[www.groupe-bel.com](http://www.groupe-bel.com) (Company)

### Top Skills

M&A due diligence  
Business Strategy  
Acquisition Integration

### Languages

Russian (Full Professional)  
English (Full Professional)  
French (Native or Bilingual)  
Spanish (Professional Working)  
German (Full Professional)

# Boyan Neytchev

Managing Director D/A/CH & CEE at Bel  
Austria

## Summary

I am a General Manager in the Bel Group, a >150 year-old French family food company, home of iconic brands like La Vache Qui Rit, Boursin, Kiri, Mini Babybel, Pom' Potes & Go Go Squeeze.

I strive to deliver tangible results by building strong leaders and teams and effective organizations and processes. I am keen on working in responsible, diverse, entrepreneurial and positive teams.

In Bel, I had the opportunity to transform teams in Germany, Switzerland, Austria, Slovakia, Czech Republic and Ukraine and to start the business through distributors and strategic alliances in Poland, Romania, Hungary, Bulgaria and Russia.

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## Experience

### Bel

18 years 9 months

Managing Director D/A/CH & CEE  
October 2021 - Present (11 months)

Managing Director Central and East Europe  
January 2016 - October 2021 (5 years 10 months)  
CEE

Managing Director Bel Central Europe  
February 2011 - January 2016 (5 years)  
Central Europe

Managing Director Austria and Slovakia  
August 2007 - March 2011 (3 years 8 months)  
Bratislava and Vienna

Managing Director Austria  
May 2005 - August 2007 (2 years 4 months)  
Vienna



Hard Discount Unit Marketing Manager  
December 2003 - April 2005 (1 year 5 months)  
Paris based, acting across Europe

OC&C Strategy Consultants  
Project Leader  
August 1999 - November 2003 (4 years 4 months)  
Paris based, acting across France & Europe

Yves Rocher  
Export Manager Central & Eastern Europe  
January 1996 - August 1999 (3 years 8 months)  
Paris based, acting across CEE

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## Education

INSEAD  
MBA, General Management · (August 1998 - July 1999)

American University of Paris  
BA Magna Cum Laude, Economics · (September 1992 - May 1996)