



Martin Cernak

AI-Native Builder · Corporate Strategist · Product, Sales & GTM Leader

TELCO · IT · CYBERSECURITY · SAAS · AI — 24+ YEARS, ORANGE · MICROSOFT · CYAN

AI with professional empathy.

martin.cernak@gmail.com · +421 917 777 900 · Gattendorf, AT — Vienna/Bratislava · [linkedin.com/in/martincernak](https://www.linkedin.com/in/martincernak) · martincernak.com
EU citizen (Slovak) — full right to work across the EU, no sponsorship · On-site, remote, or hybrid Vienna / Bratislava · Available immediately · English C2 · German B2 · Slovak native · Czech fluent

€32M

FTTH investment secured at Orange (170k households)

~\$40M

revenue line owned at Microsoft, targets met 4 yrs running

€3–4M

CLV closed with Tier-1 telcos at cyan

3

M&A clean teams led to binding offers at Orange (EV €55–155M)

PROFILE

AI-native product, strategy and go-to-market leader with 24+ years in telecoms, IT and cybersecurity. Secured €32M of network investment and framed a €130–150M spectrum strategy at Orange; owned ~50% of Microsoft Slovakia's revenue (~\$40M) and led the country's first Office 365 launch; closed €3–4M CLV with Tier-1 operators across the EU, Americas and Middle East at cyan while leading a team of four. Since 2025: ten AI-native prototypes, concept to demo in days, and an AI sales-automation system live at an SMB client within one week of the pitch (Aug 2026).

PROFESSIONAL EXPERIENCE

Independent AI Advisor & Product Builder

05/2025 – present

Independent advisory practice, pre-incorporation — AI retooling 2025, first client 08/2026 — Gattendorf, AT

- Designed and deployed an AI sales-automation system for an SK/CZ automotive B2B exporter: Claude Cowork + Twenty CRM producing personalised multilingual offers (EN/DE/FR) from internal price lists — live on the client's desk within one week of the pitch (Aug 2026); package + retainer commercial model.
- Built 10 AI-native prototypes from concept to demo-ready in days (SwiftUI, React, Claude API, Cloudflare/Netlify) — see Selected Projects; one (DrumBeat) rebuilds a product first shipped at Microsoft in 2014.

GTM Consultant & Senior Key Account Manager (Team Lead)

07/2020 – 04/2025

cyan Digital Security GmbH — Vienna, AT

- Led a team of 4 international Key Account Managers (EU, Americas, Middle East) serving Tier-1 telcos, MVNOs, ISPs and InsureTech; personally closed deals incl. Orange France, Orange Slovakia, DTAC/TRUE, OTE, Wefox, MTEL — total CLV €3–4M, average new deal €1.5–2M.
- Led or supported RFP/RFQ responses that were shortlisted or selected at T-Mobile Poland, CLARO Chile & Colombia, Proximus, OTE Cosmote, Sunrise, SWAN/4KA.
- Designed GTM and monetisation strategies for Cybersecurity-as-a-Service; delivered partner GTM plans for Secure64, WIS Telecom, MiddleCap, Apelby, ShareIT, SecurityZones.
- SPOC for the Gen Digital, Allianz Partners and AWS partner programmes; implemented Pipedrive CRM, improving pipeline visibility and forecast accuracy.

Head of Corporate Strategy · Deputy Chief Strategy Officer

05/2015 – 03/2020

Orange Slovakia, a.s. — Bratislava, SK

- Secured €32M for FTTH roll-out to 170,000 households; framed the €130–150M 5G spectrum-auction strategy and selected the strategy consultancy.
- Owned NPV-based investment cases for the Top-10 CAPEX products (€80–90M/yr); built the €10M satellite-TV case.
- Led the €25M UEFA Champions League rights bid, securing €15M of exclusive rights; led 3 M&A clean teams to binding offers (EV €55–155M).
- Led 4 FTEs + 2 consultants; owned the annual localisation of Orange Group's strategic plan and the Top-10 digitalisation programme; SPOC for the PwC / TM Forum digital-transformation project.

Co-Founder, Chief Marketing & Product Officer

10/2014 – 05/2015

MyTV.com — OTT TV start-up — Prague, CZ

- Co-invested €40k; authored the product concept, GTM plans for SK/CZ/PL, investor deck, business case and sales forecasts.

Business Group Lead, Microsoft Office Division

03/2010 – 10/2014

Microsoft Slovakia — Bratislava, SK

- Owned ~50% of subsidiary revenue (~\$40M): met or exceeded targets 4 years running with a 100% green scorecard on all Top-10 KPIs.
- Led Slovakia's first Office 365 launch — Microsoft's flagship cloud/SaaS GTM — reaching the first \$1M Office 365 milestone (2014).
- Created 'White Angels', 10 strategic SaaS-pioneer partners; designed Drumbeat, a partner app for Windows Phone/iOS/Android (\$15k corporate funding).

Head of Data, Products & Messaging

01/2004 – 03/2010

Orange Slovakia, a.s. — Bratislava, SK

- Led 4–7 Product Managers; owned the full VAS roadmap for B2C and B2B across wireline and wireless.
- Launched IP TV, Network PVR (first in the France Telecom group), MMS, 3G Internet, GPS fleet management; personally owned the iPhone 3G/3GS GTM and the Apple and BlackBerry agendas.

SELECTED PROJECTS — AI-NATIVE PROTOTYPES (2025–2026)

DrumBeat (working prototype) — Cross-vendor partner-intelligence platform for IT channel partners — SwiftUI, AI assistant, vendor admin console; 2026 AI-native rebuild of the 2014 Microsoft MVP.

TokenQuotaGuard (prototype + business case) — Real-time multi-LLM quota tracking with enterprise pooling and AI auto-rebalancing; freemium → enterprise pricing model (€500–900/mo); business case modelled, no users yet.

Post-Quantum Cryptography Migration Platform (concept + strategy) — Enterprise control plane for post-quantum cryptography migration at Tier-1/2 telcos; investor deck, product strategy and technical specification authored.

Status: prototype/demo unless noted. Also prototyped: StockVerdict (multi-agent stock verdicts), Sentinel (consumer AI scam protection, 24 screens), AlphaForge (local-first quant studio on Microsoft qlib), NoSaaS (54-tool owned-software directory), RideArchitect (€1.99/mo workout builder), CleanseFast, Open Baseball League 2027 scheduler. Full portfolio: martincernak.com.

EDUCATION

MSc, Management of Information Systems — Comenius University, Bratislava · 1996–2001

Certifications: 10 Anthropic Academy courses (Claude Code, Cowork, Agent Skills & Subagents, AI Fluency) · German B2 certificate (2025)

BOARD & VOLUNTEER LEADERSHIP

President, Slovak Baseball Federation (volunteer, national governing body) — designed the cross-border Open Baseball League 2027 concept and scheduler (14 clubs, AT/CH/SK).

COMPETENCIES

Corporate Strategy · Product Management · GTM & Monetisation · AI Transformation & Adoption · Key Account Management · SaaS / Cloud · M&A Support · Team Leadership · B2B & B2C · Business Cases (NPV, TAM/SAM/SOM) · RFP/RFQ · Agile / Product Owner

TOOLS

Claude (API, Code, Cowork, Design) · ChatGPT · Gemini · Google Stitch · SwiftUI / Xcode · React · Cloudflare · Netlify · Twenty CRM · Pipedrive · Power Automate / MS Graph · Resend · JIRA · Confluence · MS 365

LANGUAGES

English C2 · German B2 · Slovak native · Czech fluent