

## Contact

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www.oportys.com (Company)  
www.ZebraStores.cz (Company)  
www.adaxinvest.cz (Company)

## Top Skills

CEE region  
Nemovitosti  
Energetický průmysl

## Languages

angličtina (Full Professional)  
němčina (Limited Working)

# Václav Salač

CEO at ADAX Fond firemního nástupnictví SICAV, a.s., Founder, Owner, CEO at Oportys a.s. & ZebraStores s.r.o.  
Brno, South Moravia, Czechia

## Summary

Strong personality, leader, effective decision-maker, result oriented business developer, experienced especially in:

- Restructuring of Companies
- Private Equity, Investment Management, Corporate Finance, Debt Capital
- M&A
- E-commerce/E-retailing
- Commercial Real Estates
- Power Industry (Electricity, Gas, Transmission Lines)
- Insurance, Banking, Mutual Funds, Financial Services
- Coating Industry
- Development of Distribution Channels in various branches
- Start-up and Emergency Projects
- Project and Process Management
- CEE Distribution Projects Experiences
- Formulating and Implementing Strategies, Principles, Targets and KPIs
- Building and Management of Teams
- Product Management
- Sales Support Development, Quality of Service Management, Segmentation

Having overall knowledge of CZ/SK/CEE power industry (especially electricity&gas, transmission lines), private equity fund leading, commercial real estates, e-commerce, mergers & acquisitions, coating industry and financial services markets. Experienced in international projects (France, Belgium, Slovakia, Poland, Hungary, Ukraine). Ability to interpret legal documents and negotiate business contracts to complete agreements. Excellent communication, presentation, management and interpersonal skills. Ability to work effectively and cross-functionally with all levels of management. Experienced in multi-national and multi-cultural environments.

Speciální zkušenosti: Business Negotiations, Business Development, Distribution Channels Development, Mergers & Acquisitions, Business Plans & Strategies Creating, Contract Management, Marketing, Product Management, Overall high-level knowledge of legal rules.

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## Experience

ADAX Fond firemního nástupnictví

CEO / Výkonný ředitel

September 2023 - Present (1 year 1 month)

Hlavní město Praha, Česko

Z dobrých regionálních firem děláme skvělé globální společnosti.

Unique investment opportunities. Expertise from members of Brno Regional Chamber of Commerce, Havel & Partners law firm. Diversified Czech/Slovak portfolio. Beyond investment: global business, min. 12% annual return.

Specializing in corporate succession. Tech/commercial support. Investment capacity: >3 billion CZK.

Oportys a.s.

Founder, Owner and Chairman of the Board of Directors

March 2010 - Present (14 years 7 months)

Okres Brno-město, Česká republika

Bringing our customers unique investment opportunities. Professional auctions and property monetising in the Czech Republic and Slovakia, focused on both residential and commercial real estates. M&A, selling corporations and shares, conducting public tenders. Insolvency property sales specialist. Offices Prague, Brno, Bratislava.

ZebraStores s.r.o.

Founder, Owner and CEO

March 2009 - Present (15 years 7 months)

Okres Brno-město, Česká republika

E-commerce network [www.ZebraStores.cz](http://www.ZebraStores.cz) - strong retailer of brands Babolat, HEAD, Wilson, Salomon, Atomic, Suunto, Merrell, Mizuno, New Balance, Saucony, UVEX, Oakley, Teva, LEKI, POC, Dolomite, Tretorn, Stiga.

Footscanning, Bootfitting, Liquidfitting, Ski service, Stringing machines.

[www.vypletani-kromeriz.cz](http://www.vypletani-kromeriz.cz)

[www.servislyzikromeriz.cz](http://www.servislyzikromeriz.cz)

**HUTIRA - BRNO, s.r.o.**

Business Development & Export Director

March 2015 - June 2017 (2 years 4 months)

District Brno-City, Czech Republic

Responsible for a strategic CZ/SK development and all international markets.

Energetics, Gas Industry, Water Industry

Gas Pressure Regulation and Flow Control

Gas Power Plants (CCPP, OCPP)

Pyrolysis (used tires, MSW) - Waste to Energy

Water Treatment Plants

<http://www.hutira.cz>

**IZOL-PLASTIK s.r.o.**

CEO

October 2010 - December 2014 (4 years 3 months)

District Brno-City, Czech Republic

Producer and applicator of protective coating systems for steel structures in the power industry and waterproofing systems for flat roof applications.

**AXA**

3 years 9 months

Business Development Manager for Czech Rep.& Slovakia

July 2008 - October 2010 (2 years 4 months)

Responsibility for all AXA entities of CZ/SK - Insurance, Pension, Mutual Funds, Banking. Leading strategic projects&development of sales department. Formulating and launching the CEE distribution strategy. Developing internal, external and online (direct) sales channels. Creation of marketing campaigns and strategies. Acquisitions of B2B partnerships - especially banks. Creating and launching new models of sales channels including a franchise distribution model. Participation on product development on behalf of sales department - Life, Pension, P&C, Mutual funds, Banking. Developing and launching internal and external sales support departments. Co-operation with HQ AXA France on

multinational projects. Foreign internships - Brusel, Paris, Budapest, Warsaw, Kiev.

From 2008 a member of world prestigious team AXA Young Talents.

### Key Account Manager

February 2007 - June 2008 (1 year 5 months)

Developing an external sales channel for all entities of AXA Group Czech Republic. Developing a multinational sales channel focused on international employee benefits (International Policy Pooling), 52 countries included. Acquisitions of new strategic business partners - big brokers and IFAs. Setting up basic processes of co-operation with brokers. Preparation and implementation of new appropriate products. Setting up the system of trainings. Trainings of business partners (brokers, IFAs) – sales skills&arguments, products terms and conditions. Developing a sales support systems.

Reached significant business goals (in 17 months 600% business increase).

### Self Employed

3 years 1 month

#### Business Unit Manager

January 2006 - January 2007 (1 year 1 month)

Leading the group of 40 insurance, investment and loan agents, their motivation and training, recruiting of new agents, developing of new work systems, negotiations about business conditions with financial partners (banks, insurance and investment companies).

#### Insurance, Investment and Loan Agent

January 2004 - December 2005 (2 years)

Acquisitions of new retail and corporate customers, arranging insurance, investment and loan contracts, servicing the actual customers, searching for new agents and recruiting, large training in financial sector.

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## Education

### Masaryk University

Mgr., Law · (2003 - 2008)

### The Nottingham Trent University

LL.M., Corporate Law · (2009 - 2012)

Masarykova univerzita Brno

Economics · (2004 - 2006)