David Novák, MSc., MBA

CEO · Commercial Leader · International Expansion & Post-Merger Integration

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PROFILE

Senior executive with 25 years in the sports and lifestyle industry, including 18 years leading LEVELSPORTKONCEPT, a premium sports brand distributor in Central and Eastern Europe. I led the company through a merger and 10× organic revenue growth to **€40 million** across **7 CEE markets**. As Chief Sales Officer of the traditional Austrian ski brand Kästle, I restructured international sales, founded a subsidiary in Norway and opened new markets on four continents. I combine strategic leadership with hands-on knowledge of sales, brands and people: I build teams, bring companies together and deliver results.

KEY ACHIEVEMENTS

- **10× organic revenue growth** at LEVELSPORTKONCEPT: from €3.12M (2015) to €40M (2025), with no acquisitions
- **Led the merger** of Sport Koncept and Level (2014/15): people, IS/IT and commercial integration, new strategy and company culture
- **Secured distribution of new brands** (Mizuno, Maloja, 100%, Mico, Superior, Rock Machine) and took part in the **acquisition of Harfa sport a.s.**
- **Kästle:** stable sales growth of **10–15% per year**, founded **Kästle Norge AS**, restructured the subsidiaries and sales operations in the **USA, Canada and Italy**
- **Led a team of 50 people** across 7 markets (CZ, SK, PL, HU, LT, LV, EE)
- Won and grew key brands: **Mizuno** (contract 2015, today CZK 320M revenue), **LEKI** (CZK 16M → 90M+, market leader), **POC** (CZK 20M → 80M+)

PROFESSIONAL EXPERIENCE

Kästle GmbH · Hohenems, Austria

Chief Sales Officer (CSO) — 09/2023 – 09/2026

Traditional Austrian ski manufacturer (founded 1924), part of Consillium a.s., a private investment family office. Responsible for global sales, reporting to the owners. Managed from Prague.

- Stabilised sales growth at **10–15% year on year**
- Completely **restructured sales and sales teams** at the subsidiary **Kästle USA** and in **Canada** and **Italy**
- **Founded the subsidiary Kästle Norge AS**: moved from an independent distributor to its own distribution
- Co-developed the new sales strategy for the **DACH** region
- **Brought in new distributors** in Spain, Denmark, Sweden, Poland, Japan, New Zealand, Australia, Chile and other markets
- Selected and built sales teams, set the pricing strategy and developed distribution partnerships
- Member of the management teams of the subsidiaries Kästle US and Kästle Norge AS
- Took part in the negotiations on the takeover of Kästle by Consillium a.s., the private investment family office of Tomáš Němec (2017)

LEVELSPORTKONCEPT s.r.o. · Prague — **2009 – 2026 (18 years)**

Premium sports brand distributor in Central and Eastern Europe (Kästle, LEKI, POC, Mizuno, Maloja, Kjus, 100% and others). 7 markets, 800 m² showroom, 4,000 m² warehouse.

CEO & Managing Director (Statutory Director) — 10/2018 – 09/2026

- Overall management of the company, strategy, P&L and reporting directly to the owner
- Led organic revenue growth to **€40M (2025)**, 10× compared to 2015, with no acquisitions
- Led a team of **50 people**: Ski, Outdoor and Bike divisions, sales in 7 markets, marketing, back office and logistics
- **Took over distribution of brands** from Bikestrike s.r.o., Velsbike (Superior) and CykloMax (Rock Machine)
- Took part in the **acquisition of Harfa sport a.s.** (a separate entity)

- Restructured sales and teams, built a performance-driven sales organisation
- Negotiated with brands' European headquarters and with major retail chains (Intersport, Sportisimo, Hervis, Sport 2000)

Commercial Director *(led the entire trading company Sport Koncept and, after the merger, LEVELSPORTKONCEPT)* 04/2009 – 10/2018

- **Merger of Sport Koncept s.r.o. and Level s.r.o. (2014/15):** prepared the financial plan and business case, delivered the full integration (people, IS/IT, sales), set the direction and culture of the new company
- Won the distribution contract for **Mizuno** (2015), today **CZK 320M** revenue
- Secured distribution of **Maloja, 100% and Mico**
- **LEKI:** from CZK 16M (2009) to CZK 90M+ revenue, undisputed market leader
- **POC:** from ~CZK 20M (2015) to CZK 80M+
- Managed brand budgets, pricing, orders and marketing activities

Harfa sport a.s. · Prague

Chairman of the Board of Directors 05/2024 – 09/2026

Specialised sporting goods retailer, a separate company within the LEVELSPORTKONCEPT group.

- Strategic management and direction of the company
- Kicked off the integration of Harfa sport into the LEVELSPORTKONCEPT group

HOŘÁK TRADING a.s.

Brand / Retail Manager 03/2001 – 04/2008

- Managed and developed the **O'Neill** brand in the Czech Republic
- Ran the company's own retail chain **Walk Shop (12 stores)**
- Launched the Sir Benni Miles brand on the Czech market (2004)
- Worked with partners Giga Sport, Hervis, Intersport and Envy Store

Earlier Experience **1998 – 2009**

- **Brand Manager**, NetComp s.r.o. (2008–2009): Maloperro and Sweet Years brands, Huramobil retail chain (6 stores)
- **Brand Manager**, IMPRA 2000 s.r.o. (2008)
- **Sales Representative and Assistant**, Hořák Trading / HOŘÁK s.r.o. (1998–2001)

EDUCATION

- **MBA**, Nottingham Trent University · 2011–2012
- **MSc. – Master of Economic Science**, Nottingham Trent University / Brno International Business School · 2006–2011
- English-German Business Academy · 1993–1997

CORE COMPETENCIES

Strategic leadership & P&L · Mergers, acquisitions & integration · International expansion & distribution · Sales restructuring · Brand management · Pricing & commercial planning · Negotiation with brand HQs and retail chains · Team building & leadership · Change management

LANGUAGES

Czech (native) · English (advanced) · German (intermediate)

INTERESTS

Skiing · Cycling · Tennis

References available upon request.