



**CHAMBRE DE COMMERCE
FRANCE LITUANIE**

Prancūzijos ir Lietuvos
Prekybos Rūmai

Patron Members

Crème de la Crème

Eurovia

idex Baltic

Palink / Iki

Conresta

Decathlon

Litesko - Veolia

Pacai

Radisson Blu Royal
Astoriija

Schneider Electric

Vinted

Vyno Klubas



Office 359
A. Gostauto g. 8,
Vilnius, Lithuania



+370 655 77984



bonjour@cci-fr.lt
cci-fl.org

French-Lithuanian Chamber of Commerce (CCFL)

Election of Board of Directors at the Annual General Meeting

To be held on the 4th of May 2022, 4:30pm at Pacai, Didžioji g. 7, LT-01128

Vilnius

CANDIDATURE FORM

Tell us about yourself

For the past 6 years, I am the Chief Marketing Officer of Integre Trans companies and the Integre group of companies. Overall, I have more than 15 years of marketing experience, 10 of which I have been in leading positions in marketing. I have experience in the implementation of all marketing activities, evaluating and developing a marketing strategy, budgeting, planning and coordinating marketing efforts, building awareness and positioning of the company, organizing events, seminars, communication, social media, and PR. I am good at decision-making & problem-solving. I am an efficient, result-orientated person, open to new ideas and new tendencies, and willing to take on responsibilities and challenges. My strengths are:

- Innovation-driven attitude
- Creative and strategic thinking
- Task prioritization
- Communication skills
- Dedication and enthusiasm
- Ability to multitask
- Mentoring

Since 2010 Membership in LiMA | Lithuanian marketing association, the largest community of marketing professionals.

2017-2018 representing company and membership in Business Network International (BNI), the world's largest business networking and business referral organization.

Since 2021 representing and membership in The European Clean Trucking Alliance.

Tell us about your company

Integre Trans is a fast-growing transportation, freight forwarding, and contract logistics company delivering excellent services in Western European Countries. The Head office is located in Lithuania, with



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branches in France, Germany, and Poland. Integre Trans operates over 1000 trucks and employs over 1200 people.

The company provides services to more than 2000 customers from various sectors in Western Europe. Germany, France, and the Benelux countries are currently our main markets, but the company's geography of activity is expanding every year to include new countries, such as Italy, Spain, and the United Kingdom. In 2020 the company has opened a 6,500 sq. m warehouse in France.

We are a company that exhibits strong growth and every year, we increase our volumes, invest in process management and new technologies, implement advanced tools and invest in our employees.

Why are you applying for the board of the French-Lithuanian Chamber of Commerce?

I believe that my experience and expertise in marketing could bring value to the organization. As I understood from the current board members, it would be helpful to broaden the board's assets in marketing and communication. On other hand, it would be useful for me to broaden my experience, and for my company as well. Being active members of organizations (that we are members of) is one of our priorities too, and our responsibility too.

What is your or your company's connection with France?

Direct, we have 2 companies in France: Integre Trans France SARL and Integre Logistics SARL.

In 2018 we have opened a branch in France, and in 2020 the company opened a 6,500 sq. m warehouse in France too. The company provides services to customers from various sectors in Western Europe, and France is one of the main markets we are working in.



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How will you be involved in the board of the French-Lithuanian Chamber of Commerce?

I could contribute to marketing activities, like event marketing, communication, and content, and help with social media administration if needed. I could develop new initiatives or projects as well.

Would you be interested in leading a committee? If so, which one?

As I do not have any previous experience being on a board, therefore I would not specify now, I would join any or lead it if it's needed and I could be useful. I have experience in leading a different kinds of projects and initiatives, I have team management and project management skills.
I'd be happy to serve on any committee where I can be useful.

What topics would you like to develop or get involved in at the French-Lithuanian Chamber of Commerce?

I've led a lot of marketing and communication projects and teams. I think my expertise in both functions is pretty broad. But I am ready to hear and join any other activities that are needed.
I could work with building awareness and reputation that could help to attract more members.

Thank you for your application for the position of Board of Directors of the French-Lithuanian Chamber of Commerce.

The Team of the French-Lithuanian Chamber of Commerce

Kristina Černiauskiene
Chief Marketing Officer
Integre Trans
Sporto st. 18, Vilnius
Mob. 861615418, kristina.c@integre.lt

2022 04 15

Dear Sir/Madam,

My name is Kristina Černiauskiene, I write to propose my candidacy and express interest in joining the Board Member of the French-Lithuanian Chamber of Commerce (CCFL).

My 15 years experience of in taking a leading marketing role, and managing a team and my background in communications and marketing make me well equipped to add value to the development of the Chamber.

For the past 6 years, I work in the international group of companies Integre Trans, where I'm responsible for the development and implementation of marketing and communication strategy, building awareness of the brand, and leading the marketing team and all marketing activities. I have a proven record of successful social media management, event management, public relations projects, and building awareness of my companies in Lithuania and abroad.

My practical approach to business and marketing management, could assist with the growth of awareness and create a positive reputation for the Chamber to attract more members.

My nonprofit experience includes being a member of the largest community of marketing professionals - the Lithuanian marketing association since 2010, for 2 years representing the company, and being a member of Business Network International (BNI), the world's largest business networking and business referral organization, since 2021 I am representing Integre Trans in The European Clean Trucking Alliance too. And the most exciting experience was being a part of the Lithuanian team during the presidency of the Council of the EU from 2012 to 2014 in Brussels.

I also have strong organizational, leadership, interpersonal, and critical-thinking skills, all of which I know will assist me in the role of a board member.

Consequently, I am very comfortable working with different kinds of projects and being part of non-profit organizations, also I have been working for different industries and private companies.

Being a more involved and active member of the Chamber is especially interesting to me. The Chamber's goals, vision, and plans are of my personal and my company's interest as well. I believe that I have sufficient professional experience and I would be eager to work on initiatives that are the most important to the organization.

If you have additional questions, I am ready to answer them.

Sincerely,
Kristina Černiauskiene

KRISTINA ČERNIAUSKIENĖ

Summary

Experience in implementation of all marketing activities, working closely to increase brand awareness, support and increase sales, and ultimately generate new business leads. These are my key personal traits that best help to successfully perform the job:

- Decision Making & Problems solving- considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Initiative and creativity - a willingness to take on responsibilities and challenges.
- Efforts - establishing and maintaining personally challenging goals and effort toward mastering tasks.
- Social Orientation - preferring to work with others rather than alone and being personally connected with others on the job.
- Cooperation - being pleasant with others on the job and cooperative attitude.

Experience

Jun 2016 - Present

Integre group companies, CMO:

- Integre Trans - Transportation & Freight Forwarding Services
- Integre - Professional Accounting Services
- Integre akademija - Trainings and workshops, consulting services
- Baltas dovilas - Wine&Spirits, wholesale and retail.

Key responsibilities (B2B, B2C):

- Evaluating and developing marketing strategy and budget.
- Building brand awareness and positioning.
- Managing employer branding.
- Planning, directing, and coordinating marketing efforts.
- Developing and managing lead generation, advertising campaigns.
- Close collaboration with HR in building employees engagement projects and activities.
- Organizing company conferences, trade shows, and major events.
- Overseeing social media marketing strategy and content marketing.
- Collaboration with sales teams.
- Management of Marketing team.
- Cooperation with agencies, freelancers.

Jan – Jun, 2016

Tark Grunte Sutkiene (TGS Baltic) - Law firm

Client and Marketing Manager

Key responsibilities:

Evaluating and developing marketing strategy, budgeting, planning and coordinating marketing efforts, building awareness and positioning of company, organizing events, seminars, communication, social media, PR.

2014 - 2016

Alna Group companies, CMO

Alna Business Solutions, Alna Intelligence, Alna Software – IT solutions and services

BPO House – Accounting, Business process outsourcing services.

Grafton Recruitment – Recruitment services

Key responsibilities:

- Responsible for creating, developing and implementing B2B marketing strategies leading to increased company group awareness, revenue, relevance and respect among target audience.
- Management of the marketing, advertising and promotional activities.
- Market research to determine market requirements for existing and future services; analysis of current market conditions and competitors' information.
- Monitoring, reviewing and reporting on all marketing activity and results. Determination and management of the marketing budget.
- Generation of sales leads, collaboration with company's clients, creation and improvement of company's image.
- Planning and enforcing company's PR actions.

- Managing external agencies and partners.
- Team lead and management.

2012 - 2014 **Permanent Representation of Lithuania to the European Union**
Presidency of the Council of the European Union

2009 - 2012 **Alna Group companies, Marketing manager:**

- Doclogix - Information Technologies (Software solutions)
- BPO House – Accounting, Business process outsourcing services
- Prime People – Recruitment services

2005 - 2009 **DPA Lietuva (SQUALIO Lietuva) - Information Technologies (Software solutions)**
Marketing and communication manager

2001 - 2005 **Lietuvos telekomas, AB (Telia) - Telecommunications**
Sales administrator

Education and trainings

2021 -2022 **Universum. Employer Branding Academy**
Employer branding

2020-2020 **ISM University of Management and Economics and LIMA** (Lithuanian Marketing Association)
NIMA I ISM I LiMA B Certified Marketing Manager

2004 - 2006 **Vilnius University**
Master's degree of international communication

1997 - 2001 **Vilnius University**
Bachelor's degree of Philosophy

Personal skills and competences

	UNDERSTANDING	SPEAKING	WRITING
Lithuanian	Mother tongue	Mother tongue	Mother tongue
English	Proficient user (C1)	Proficient user (C1)	Proficient user (C1)
Russian	Upper-intermediate (B2)	Upper - intermediate (B2)	Intermediate (B1)
Spanish, French	Beginner (A1)	Beginner (A1)	Beginner (A1)

Additional information

2010 – Present Membership in LiMA | Lietuvos marketingo asociacija, the largest community of marketing professionals.

March, 2019 Presentation in PASSWORD 2019, annual conference.

2017 – 2018 Membership in Business Network International (BNI), the world's largest business networking and business referral organization.

Social competencies and skills I am efficient, result-orientated person, open to new ideas and new tendencies.
My strengths are:

- Innovation driven attitude
- Creative and strategic thinking
- Task prioritization
- Communication skills
- Dedication and enthusiasm
- Ability to multitask
- Mentoring

Driving licence **Category B, valid since 2001**