

STEFANIA MAYORIA

GLOBAL MARKETING OPERATING MODEL & CROSS-MARKET EXECUTION

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Profile

Marketing operations professional who designs how global marketing works across markets. Owned the global operating model for Roche’s Showpad sales-enablement platform: intake, prioritisation, build standards, approval, market adaptation, release and rollout. Onboarded 20+ countries and increased weekly engaged-user adoption from 20% to 55%, then ran an expanded footprint of 40+ countries and approximately 6,000 users while sustaining the installed base.

Spent the past year in-market, owning brand strategy, budget and omnichannel execution, which is where global frameworks either work or get worked around. Builds the operating rhythm, reporting and governance that let leadership see capacity and trade-offs, and leads markets through influence rather than formal authority.

PLATFORMS

Salesforce Marketing Cloud	Salesforce CRM	Showpad	ServiceNow
Veeva Vault PromoMats	Adobe Creative Cloud	Tableau	Notion, Monday

OPERATIONS

Planning frameworks & governance	People management	Capacity & prioritisation
Vendor and roadmap management	Capability development	Budget allocation

Experience

Roche Hungary Pharmaceuticals, Hybrid, HU

MARKETING ENABLER – PRODUCT & OMNICHANNEL STRATEGY Aug 2025 – Jul 2026
Hemlibra and Vabysmo | Rare Diseases and Ophthalmology

- Owned strategy, brand planning and budget for two brands across HCP-facing channels: positioning, budget allocation, congress and sponsorship investment, and the sequencing of digital and field-facing engagement across the year. Worked with Medical, Market Access, Sales, global teams and agency partners, reporting directly to the Portfolio Lead.
- Translated customer, patient and market insight into positioning and engagement decisions, using persona-based message testing and structured insight generation to direct where investment went rather than to optimise individual campaigns.
- Conceived and led SPARKLab at the request of the General Manager, delivering two full-day capability and innovation workshops across consecutive quarterly cycles. Recruited and led a five-person organising team, engaging approximately 100 colleagues in ten multidisciplinary groups and facilitating the selection of priority proposals for dedicated organisational budget and resources.
- Managed and developed a Marketing Associate as a direct report through weekly one-to-ones and an individual development plan, enabling independent ownership of marketing data collection and synthesis.

Roche Global Diagnostics, Remote, HU

GLOBAL DIGITAL EXPERT – SALES ENABLEMENT & MARKETING OPS Feb 2023 – Jul 2025

- Owned the global operating model for the Showpad sales-enablement platform: the framework covering request intake, prioritisation, build standards, approval and compliance, market adaptation, release and rollout.
- Established the market-facing community around the platform: standing contact with cluster leads, open office hours every two weeks and country-level demo sessions. Blockers surfaced early, and markets picked up adaptations from each other rather than only from the centre.
- Built reporting on platform usage and customer engagement data and delivered quarterly reviews to senior leadership and to the markets themselves, so that each country could see its own adoption pattern alongside comparable markets and act on it.
- Systematically onboarded and enabled 20+ additional countries and clusters and 1,600 users, increasing weekly engaged-user adoption from 20% to 55%, measured as the share of eligible users active on at least three separate days per week.
- From the second year, managed an expanded footprint of 40+ countries and approximately 6,000 users following the integration of Diabetes Care and Diagnostics, while continuing new-market rollout and sustaining engagement across the installed user base.
- Directed day-to-day delivery across a four-person Showpad partner team covering account management, Tier 2 support, integration and creative experience capabilities; established the weekly operating rhythm and governance across markets, agencies and vendors, and managed escalations.
- Assessed a major-market analytics request against global capacity, data maturity and adoption needs; deferred the integration and redirected capacity into approximately 30 reusable content modules that markets could adapt.

Pagony Publishing House in Budapest, HU

GRAPHIC DESIGNER & PROJECT LEAD Oct 2017 – Feb 2023

- Managed end-to-end production for 80+ internally edited books and 100+ international adaptations, coordinating authors, illustrators, editors, print vendors and internal reviewers with 100% on-time delivery.
- Produced and launched two board games, including a recipient of the Best Hungarian Board Game Award, and established the team’s digital archiving and version-management system.

Association of Hungarian Photographers in Budapest, HU

DESIGN PROJECT MANAGER Apr 2016 – Mar 2017

- Directed a comprehensive rebrand across physical and digital touchpoints and supported delivery of an international exhibition at Institut Hongrois – Collegium Hungaricum in Paris.

Languages

ENGLISH Fluent **SPANISH** Intermediate **HUNGARIAN** Native

Education

2026 **BLOOMREACH ACADEMY** – Lifecycle Operations & Platform Fundamentals
2025 **ICAGILE CERTIFIED PROFESSIONAL** – Agile Fundamentals (ICP) and Agile Team Facilitation
2024 **GOOGLE DATA ANALYTICS PROFESSIONAL CERTIFICATE**, Coursera
2014–2016 *Master’s degree* **ART AND DESIGN MANAGEMENT**, Moholy-Nagy University (HU)
2012–2015 *Master studies* **INTERNATIONAL STUDIES**, Corvinus University of Budapest (HU)
2014 Erasmus **INTERNATIONAL RELATIONS**, Nottingham Trent University (UK)
2009–2012 *Bachelor’s degree* **INTERNATIONAL STUDIES**, Eötvös Loránd University (HU)