

Daniel Rost

Strategic Partnerships & Business Development Leader | Global Mobility & Travel Tech | Flix SE

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Languages: English (fluent) | Czech/Slovak (native) | German (limited proficiency) | French (limited proficiency)

EXECUTIVE SUMMARY

Strategic and results-oriented leader with nine years of international experience across global mobility, travel technology, and commercial operations. Skilled in building high-impact partnerships, leading business development and data-driven optimisation initiatives, and driving cross-market growth. Combines an analytical mindset with pragmatic, hands-on execution and strong stakeholder engagement to scale business performance and operational efficiency across diverse global teams. Passionate about shaping sustainable, innovative, tech-driven and customer-centred solutions, processes and ecosystems.

Core Skills:

Strategic Partnerships | Supplier & Stakeholder Management | Commercial Strategy & Negotiation | Cost Optimisation, Operational Efficiency & Automation | Project Leadership | Global Operations & Cross-Market Leadership | Business Development & Market Growth | Analytics & Data-Driven Decision-Making | P&L Management | Entrepreneurship & Innovation | Travel Tech & Global Mobility | Sustainability & CSR | Digital Transformation & Tech Collaboration | Cross-Cultural & International Leadership

WORK EXPERIENCE

Flix SE | FlixBus Division | Munich, Germany | Mar 2022 – present

Strategic Projects & Cost Optimisation Lead, Global Business Excellence Department (*evolution: Senior Project Manager → BD Excellence Team Lead → Strategic Projects & Optimisation Team Lead*)

Scope Summary:

One of the first members of the newly established Global Business Excellence department, created to centralise and optimise commercial operations and business development across global markets. Focused on building scalable frameworks for strategic partnerships, supplier collaboration, cost optimisation, and operational excellence to drive sustainable growth and efficiency for the FlixBus lines division.

- Led an international, cross-functional team of analysts, project managers, and experts delivering high-impact strategic initiatives and partnership-driven optimisation programmes across global regions.
- Designed and implemented Flix's flagship production cost and partnership analytics tool (Commercial Partner Cockpit) — defining requirements, steering tech development, and driving global adoption across markets.
- Shaped and executed innovative partnership models with vehicle manufacturers and service providers (e.g. Fuel Cards Solution with Eurowag, Vehicle-as-a-Service pilot with Volvo, Bus Ordering & Leasing Transformation initiative), advancing fleet innovation and supporting long-term sustainability goals.
- Delivered company-wide cost optimisation and efficiency initiatives across production, procurement, and fleet management — driving sustainable reductions in operational costs and stronger resource utilisation.
- Defined and led strategic projects from concept to global rollout, integrating automation and analytics to enhance decision-making and operational agility across teams.
- Built and maintained a global cost and performance analytics environment in Power BI to provide data-driven insights for commercial negotiations and executive decision-making.
- Partnered with senior management and local leadership across all Flix markets to ensure alignment on key initiatives and translate strategic goals into actionable cross-BU collaboration.

Flix SE | FlixCharter Division | Munich, Germany | Apr 2017 – Dec 2022

Business Development & Operations Lead for Central & Eastern Europe (*evolution: Junior Business Dev. Manager → Sourcing & Ops Manager → Senior Business Dev. Manager → BD Team Lead*)

Scope Summary:

Joined FlixCharter during its early start-up phase to build and scale the business across Central and Eastern Europe (CEE). Responsible for business development, operational management, and partnership acquisition across a region spanning 10+ countries, laying the foundation for long-term regional growth.

- Built and scaled FlixCharter's CEE operations from inception to a cross-border network by onboarding and developing hundreds of regional transport partners to deliver group and event transport across Europe.
- Developed new sourcing and partnership models that strengthened network efficiency, asset utilisation, profitability and supply predictability.
- Co-created the Trip Bundler optimisation tech tool and long-term rental sourcing concept in collaboration with analytics and tech teams — driving data-driven planning and stronger partner performance.
- Led an international team managing partner acquisition, negotiation frameworks, and day-to-day operations; implemented performance dashboards and digital tools enhancing sourcing, transparency, and accountability.
- Directed crisis partnership and operational management during the complex COVID-19 period, maintaining partner continuity and financial stability through proactive collaboration and creative solutions.
- Coordinated the structured wind-down of global charter operations, maintaining compliance and positive partner relationships during a strategic pivot, while ensuring smooth team transitions and knowledge transfer.

EDUCATION

University of Groningen, Groningen, Netherlands

MSc in International Business & Management (cum laude) – 2016

EQUIS & AACSB accredited programme (top 1% globally). Master's thesis on CSR disclosure strategies across European low-cost and full-service airlines.

Queen Margaret University, Edinburgh, United Kingdom

BA in Business Management (with distinction) – 2015

Study-abroad semesters at **East China Normal University**, Shanghai (Study China Programme, Chinese Economy & Mandarin) and **Slippery Rock University of Pennsylvania**, USA (Business Management, GPA 4.0, Dean's List).

EARLY CAREER & VENTURES

- Roušperk – Co-founder and operations lead of a COVID-era fashion startup promoting responsible facemask use; managed logistics, e-commerce launch, and partnerships.
- Early roles in marketing, market research, and business analysis with companies including Coca-Cola and T-Mobile, and at Conslin AG, where I supported projects for leading automotive brands.
- Founded and managed two travel and events ventures in the Czech Republic, demonstrating entrepreneurial drive, partnership building, and digital marketing expertise.