



Peter Elek

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Summary: Executive transformation leader with 20+ years of leadership experience and 10+ years delivering enterprise-scale digital banking transformation across CEE. Proven track record leading €4M strategic programs, managing cross-functional teams of up to 70 FTE, and partnering with Boards and C-level executives to drive digital transformation, portfolio governance, and business value. Harvard CLIMB graduate, PMP®, and Co-author of the PMBOK® Guide 8th Edition.

Areas of Expertise

- Enterprise Transformation
- Digital Banking
- Multi-country complexity
- Portfolio Governance
- Executive SH Management
- Executive Governance
- Strategy Execution
- Regulatory compliance
- Value Realization

Career Experience

Senior IT Project Manager - Central PMO, KBC Group, Budapest, Hungary

2025 - Present

Delivered 3 concurrent **enterprise transformation initiatives** across business and ICT domains, managing end-to-end lifecycle and ensuring alignment with PMO governance. End-to-end project lifecycle management with Budget Ownership - timeline control - RAID management, Steering Committee reporting with executive alignment, Cross-functional coordination between Business, IT and external vendors, Compliance with corporate governance and PMI standards. **Key Achievements:**

- Delivered SME Account Opening Redesign Project **on time and within budget (€150k)**, doubled SME conversion rate and reduced onboarding time by 35%
- Implemented PSD2 Onboarding Calculator Project **on time and within budget** (Budget: **€200k**) for Bank switch.
- Led Multi-Currency Program (**€2.5M**) and Round-to-HUF (**€1.5M**) strategic investment programs strengthening subsidiary competitiveness, **initiated, planned and moved into execution phase** with teams of 60-70 FTE.

CRM Service Leader - Customer Growth Team, Raiffeisen Bank International AG., Vienna, Austria

2023 - 2024

Facilitated the agile rollout of a Remote Collaboration Platform Program implementation with C-level stakeholder management - across **12 CEE Network banks**, drove channel transformation from branch-heavy to remote-first operating model delivering 50% cost optimization and improving cost-to-income ratio. **Program:** Remote Collaboration Tool Program for CEE

Senior Project Manager - Digital Governance & Control, UniCredit Bank, Budapest, HU

2022 - 2023

Led three concurrent digital transformation projects, managing budgets, team expansion, vendor sourcing, and delivery governance. Enhanced execution through optimized release management and executive stakeholder reporting.

- **Successfully delivered Projects:** SAS Data Visualization Project - led to improved data accessibility, Trade Finance (Vessel Tracking) Project, SME Mobile Banking 1.0 Project
- **Successfully removed roadblocks** and fast-tracked activities to meet targeted Go-live dates in digital projects, sorted out budgetary confusion and overlapping reporting duties.

Project Manager - Alternative Channels CE&EE, UniCredit S.p.A., Milan, Italy

2020 - 2022

Promoted to UniCredit Headquarters in Milan to lead the **Mobile First 2.0** transformation program in CEE Region, driving digital banking strategy and business value realization. Directed a **€4M multi-country program**, partnering with

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senior business and technology leaders to enhance customer experience, strengthen digital adoption, and support the evolution of the Group's agile operating model. Led the central **UX Design** function, aligning product delivery with strategic priorities and the enterprise product roadmap, contributing to a **25% increase in customer satisfaction** across 11 countries while reducing customer complaints by **15% and opex by 30%**. Influenced executive decision-making through **ROI-based business cases**, portfolio investment recommendations, and governance presentations. Fostered cross-functional collaboration across Retail Banking, GBS, UniCredit Services, and external partners to deliver scalable digital capabilities across the CEE region.

- Achieved KPI improvement for Average Monthly Active Users on Active clients to above 55%, YoY +21%

Senior Project Portfolio Manager, UniCredit Bank, Budapest, HU

2019 - 2020

Ensured **Group compliance and quality assurance** across the ICT software portfolio, strengthening adherence to standards and improving delivery transparency at scale. Maintained and enhanced **governance frameworks and target operating model, elevating portfolio oversight** and driving measurable improvements in delivery consistency and process efficiency.

- Developed Quality Assurance (QA) sessions, expanded Independently Developed Programs (IDP) registration, streamlined communication between business and IT departments

Mobile Banking Product Owner, UniCredit Bank, Budapest, HU

2017 - 2019

Led **mobile banking** backlog prioritization representing client needs, covering feature design, business specifications and delivery coordination. Collaborated with Group-level regulatory and digital programs (PSD2, GDPR, 3DS, Instant Payments) and aligned execution across CEE entities for Mobile Banking 1.0 and 2.0. Projects.

- Enhanced Total Users by 30% and increased Monthly active user KPI +28%, 2018 +121% MB users, +54% MB au.

Additional Experience

Project and General Manager, 2008-2017, Startups, Budapest, HU

IT Project Budget: 100k euro, Managed 8 FTE, Scope: Mobile and PWS development, Time: 3 yrs

Hospitality Project: 100k euro, Managed 40 FTE, Scope: program organization, construction, Time 5 yrs

Entrepreneurial background managing end-to-end delivery, operations, P&L, and scaling of multi-domain projects.

Education & Professional Development

Credential of Leadership, Impact and Management in Business 2025-2026 Harvard Business School - MA, USA

Corporate Sustainability 2024 - Bocconi University, Milan, IT

Master of Business Administration (MBA) 2022 - Budapest University of Technology and Economics, Budapest, HU

Bachelor of Science Economist in Commerce (BsC) 2005 - College of Szolnok, HU

Marketing Manager – Postgrad. 2001 – College of Szolnok, HU

Member of Project Management Institute from 2024 / USA

Honors & Awards

Marketing Award on Website Category, 2026 - KBC Group, HU Subsidiary

Quality Award on Mobile Applications Category, 2020 - Hungarian Marketing Association

Co-author of PMBOK 8th, 2025 - Project Management Institute

Licenses & Certifications

PMI-PMP 2024, Professional **Scrum Master 2023**, **ISTQB CTAL-TM, CTFL, CTFL-MAT**

Languages

English: fluent, C1 - professional

French & Italian: elementary working

Hungarian: mother tongue

Technical Proficiencies

Project & Agile Tools: MS Project, JIRA, Confluence **Analytics & BI:** Tableau, Power BI, SAS Visual Analytics

Enterprise Systems: SAP, Oracle ERP, **Collaboration & AI:** Copilot, ChatGPT, Gemini, Claude, Miro, Trello

UX & Design: Figma, InVision