Miloslav Bohůnek

Director of Operations · Business Development · PR



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Location	Prague

EXECUTIVE SUMMARY

Seasoned executive with over 25 years of experience leading operations in a highly regulated industry. Accountable for running a nationwide network of venues across the Czech Republic, including engagement with municipalities, public authorities and key partners. Expertise in negotiation, crisis management and business continuity under legislative constraints. In parallel, drives B2B business development and partner relationships at regional level.

PROFESSIONAL EXPERIENCE

2005 — present

Director of Operations / Business Development / PR

CEC Praha a.s.

- Leading and coordinating the operation of a nationwide network of gaming halls and casinos
- Accountable for the operational, commercial and people performance of assigned sites
- Negotiating with municipalities and public authorities on gambling regulation (local ordinances, licensing processes, securing continued operation)
- Negotiating operating conditions and building long-term relationships with key local stakeholders
- Managing crises arising from legislative changes and business restrictions
- Representing the company in the media and external communications
- Contributing to commercial initiatives and new business development

2015 — present

Business Development Manager (B2B)

Kovap Náchod s.r.o.

- Developing business activities in the B2B segment
- Leveraging a regional network of contacts to open new business opportunities
- Acquiring and managing customers (municipalities, partners, distribution network)
- Presenting products and building commercial partnerships across Czech regions

2020 — present

Media Relations and PR

- External communications and representing the organisation in the media
- Preparing communication materials and working with journalists

2001 — 2004

Restaurateur – Restaurant Owner-Operator
Karlovy Vary

– Running and managing a restaurant, including staffing and financial management

1999 — 2001

Site Manager
McDonald's Marktredwitz (Germany)

– Managing restaurant operations and leading the team

RECOGNITION

Finalist, Manager of the Year — Czech Management Association

CORE COMPETENCIES

– Negotiation with public administration and municipalities
– Operations management in a highly regulated environment
– Crisis management and adaptation to legislative change
– B2B sales and relationship development
– Leading teams and operations across regions
– Negotiation tactics in commercial talks and contract closing
– Managerial leadership and team management
– Employment-law aspects of people management

EDUCATION

1999 — 2001

McDonald's Academy München (Germany)
Site Manager Certificate

1993 — 1998

Secondary School of Hotel Management, Karlovy Vary

PROFESSIONAL DEVELOPMENT

– AI as a Superpower — certified course
– Professional Coach — retraining certificate from a Czech Ministry of Education (MŠMT) accredited programme, Koučink Centrum Praha; graduate of a programme accredited by the International Coaching Federation (ICF)
– AI and digital tools — Lovable, Canva, CapCut

LANGUAGES AND OTHER

English	Intermediate
German	Basic conversational
Driving licence	Category B
Interests	Skiing, tennis, golf, cycling, triathlon, travel