



# Jurgita Rudzyte

## Marketing Director, EMEA

Jurgita is responsible for marketing activities in the EMEA region where she leads a team of marketers and creative designers to develop and grow the Blis brand.

She has a wide range of experience working with some of the world's leading multinational companies such as mobile network operators, brands, media companies and technology start-ups. Jurgita is an experienced advisor on multiple business-facing challenges, from creating value via enhanced customer engagement to establishing and driving a start-up's profile.

Among her previous positions, she served as a senior member of Vodafone Group Global Business Development and Strategy where she worked with mobile operators in Asia, Middle East and West Europe to launch and market consumer and B2B products and services. Jurgita also played a key role in the development of Vodafone's global customer engagement strategy for customer data managements.

She holds an MBA from Warwick Business School and a Masters' degree in International Business from Vilnius University, Lithuania.