

FINEP: G. Libra new marketing director

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Gustav Libra was appointed as the new Marketing Director of FINEP. He will be responsible for its new marketing strategy focused on strengthening FINEP's role on the growing property market. His other assignments include brand repositioning and creating marketing innovations. "The property market is recovering and in order to increase FINEP's market share a well-targeted and an efficient marketing strategy are key points. The newly prepared campaign will be based on precise market research and it will focus on clients who prefer higher-standard housing," says Gustav Libra. Libra (aged 38) graduated in marketing and banking from University of Economics in Prague. He completed the CIMA and Business Success professional courses. His professional career started in advertising agencies (Lowe GGK, GHS Partner, Lineart, Mark BBDO), he later worked in ČSOB communication (PR) department from where he moved to Provident Financial where he was the head of marketing communication in the Czech and Slovak Republics.

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