

Company: Kiwitaxi

Company Description: Kiwitaxi is an international online booking platform for private transfers and chauffeur services operating in over 100 countries.

Nomination Category: Individual Awards Categories

Nomination Sub Category: Female Executive of the Year – Consumer Services –11 to 2,500 Employees

Nomination Title: Marie Borisova, CEO



1. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 22 words used.

<https://medium.com/authority-magazine/assembling-your-dream-team-marie-borisova-of-kiwitaxi-on-how-ceos-business-leaders-can-build-c0ce5828a62e>

<https://valiantceo.com/marie-borisova-of-kiwitaxi/>

<https://www.breakingtravelnews.com/news/article/kiwitaxi-unveils-a-journey-beyond-expectations-with-its-bold-new-brand/>

<https://www.travolution.com/news/kiwitaxi-throws-support-behind-double-guinness-record-attempt/>

<https://www.digitaljournal.com/pr/news/binary-news-network/kiwitaxi-launches-chauffeur-hire-service-1429968601.html>

<https://fox5sandiego.com/business/press-releases/ein-presswire/831819455/kiwitaxi-named-best-taxi-service-company-in-lithuania-at-the-2025-international-travel-awards/>

2. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated woman, OR written answers to the questions? (Choose one):

Written answers to the questions

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are submitting written answers to the questions for this category, provide them in the spaces below:

4. Briefly describe the nominated individual: history and past performance (up to 200 words):

Total 150 words used.

Marie Borisova began her journey at Kiwitaxi in 2016 as a customer support manager. Over the years, she rose through the ranks to become the company's CEO, demonstrating a rare blend of operational expertise and visionary leadership. Under her guidance, Kiwitaxi grew into a global travel service operating in over 100 countries with a team nearing 100 employees.

Marie is a new-generation leader, a certified transformational coach, and a cultural architect. Her leadership style is rooted in empathy, self-management, and long-term thinking — values she integrated into the company's DNA. She successfully led the company through the COVID-19 crisis without losses, introducing a coaching-based, horizontal structure that enhanced both resilience and innovation.

Known for building people-first organizations, Marie's leadership consistently prioritizes engagement, talent growth, and meaningful impact. Her efforts have not only driven commercial success but also positioned Kiwitaxi as a human-centric and future-ready business in the competitive transportation sector.

5. Outline the nominee's achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 227 words used.

Since July 1, 2023, Marie Borisova has guided Kiwitaxi through a year of bold transformation and accelerated growth — both in terms of business performance and internal culture.

Key milestones under her leadership include:

- o **The launch of the Chauffeur Hire Service**, a new product that redefined Kiwitaxi's value proposition for business and leisure travelers seeking comfort, flexibility, and international reach.
- o **Expansion into high-potential markets** such as the United States, Japan, and Asia that significantly broadened the company's global footprint.
- o **A complete rebrand and website redesign**, introduced in January 2025. The new identity and user experience reflect Kiwitaxi's emotionally intelligent, people-centric philosophy resulting in:
 - **+50%** growth in orders via the new website
 - **+50%** increase in conversion rate from visit to booking
 - **+130%** growth in branded search queries
 - **+80%** increase in search impressions
 - **+50%** improvement in average search position

Marie also championed the development of a **24/7 support ecosystem**, new **digital tools** to boost satisfaction and efficiency, and a range of **niche services** — from pet-friendly transfers to ski destination packages — tailored to evolving traveler needs.

Internally, she has led the shift toward a **teal organization**, embedding self-management, coaching, and leadership development into the company culture.

These initiatives have not only increased revenue and brand visibility but also driven higher customer satisfaction, stronger employee engagement, and improved retention — making this year a true inflection point for Kiwitaxi.

6. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words):

Total 216 words used.

What makes Marie Borisova's achievements truly significant is the depth and intentionality behind every transformation — each rooted in long-term value, not short-term wins.

Rather than chasing volume, Marie built a **service-first culture** grounded in care, trust, and operational precision. This vision is reflected in key indicators:

- o A consistently high **Net Promoter Score (80+)**
- o A **99.6% ride completion success rate**
- o A growing base of loyal customers who choose reliability over trend

In 2025, Marie made a decisive strategic shift: to move beyond operations and grow Kiwitaxi into a **global travel brand**. She led a bold multi-channel expansion rooted in **human connection**, **digital storytelling**, and **emotional value**. This meant not only launching new services — but also reshaping how people experience the brand, both online and offline.

Her leadership introduced a **teal organizational model**, emphasizing self-management, coaching, and autonomy — a rare move in a high-pressure industry.

Marie's results speak for themselves:

- o New services rolled out at scale in record time
- o A reimagined user experience that directly drove +50% order growth
- o A brand that resonates globally, without losing its human essence

By aligning innovation with empathy and scale with integrity, Marie has laid the foundation for sustainable, people-centered growth — and positioned Kiwitaxi not just as a service provider, but as a trusted travel companion worldwide.

Attachments/Videos/Links:

[Marie Borisova, CEO](#)



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