

EPiF BOARD MEMBER BIOGRAPHY

Zuzana Púčiková (Amazon)

Full Member

Zuzana Púčiková

Zuzana is a multilingual Public Policy professional, with nearly 15 years of experience in and around European institutions and media. She has a track record of representing industry with policy-makers in the fields of digital technologies and e-commerce.

In her current position as Senior Manager for Public Policy with Amazon, Zuzana advocates for interests of Amazon's customers with European policy-makers on a broad range of issues, mainly in the areas of consumer protection, payments and protection of intellectual property rights. While at Amazon, Zuzana was also elected as Vice-President and Chair of the Payments Committee at the European internet industry association (EDiMA). In these roles, she contributed to shaping European policies promoting consumers, innovation and growth, including in the area of online payments.

Prior to this, Zuzana has held a number of public policy roles in the private sector – with digital entertainment provider bwin.party, EU consultancy gplus europe and the private radio association AER. She also worked in the European Commission's Directorate General for Information Society and Media, and the Permanent Representation of Slovakia to the EU. She also has a journalistic background, with the Czech Information Agency in Prague.

Zuzana graduated in Economics, specializing in Management and Marketing. She also holds M.A. degrees in European Studies, Communications and International Relations from Brussels-based VUB, IHECS and ULB. In addition to her native Slovak, Zuzana is fluent in Czech, English, French, Italian and Spanish, and has a basic knowledge of Russian and German.