



## mini - profile

I manage business with passion and motivation, focusing on both market share and profitability growth. I'm trying to keep costs and product portfolio as simple as possible with respect to market needs, channels and Customers.

I have proven that effectiveness profitability portfolio is my focus when I was managing Philips brand. I decreased number of SKUs in CEE portfolio by 36% with parallel GM% growth by 8% and sales growth by 12,2%. I also managed to lower aging and excess stock factors to the historically lowest 1%.

Market share growth is my personal ambition. I own European record in Traditional AHS market share. Polish AHS market shares still remains in strict EU TOP since then.

My next objective is to manage business >1 BN EUR market in international environment.

## experience

**Dec 2018 – Jan 2020**

**Business Director Poland & Baltics  
LG Electronics**

Key areas of responsibility:

- developing and implementing commercial strategies, meeting company goals and objectives to accelerate growth
- managing and developing regional team (32 people in 4 countries)
- sales Management (including Route-to-Market, Trading Terms & Condition design, Trade Coverage Plan)
- managing Trade Marketing & Shopper Marketing across the regions
- managing pricing policy across the regions
- managing and analyzing sales reports and all financial reporting (includes budgets, P&L, Balance Sheet, Cashflow, Aged Debtors)
- advise, support, focus and challenge management in its decision-making process to ensure that business decisions are based on sound financial analysis;
- developing and maintaining effective client relationships, securing the long term flow of work into the department. Taking responsibility for the financial control and profitability of sales projects.

- working with sales, marketing, logistic, finance and planning departments in the coordination of sales and marketing activities and other company activities
- ensuring that all stakeholders, such as administration, operations, and finance understand and adhere to contractual obligations; reflecting them accurately
- participating in decision making and maintain good working relationships across the region;
- participation and management of cross-departmental also cross-country projects
- providing business partnering and decision support to the commercial team for the entire area

Reporting:

- reports to: Managing Director South, Central & East Europe
- reporting to me: Key Account Managers (12 people) , Trade Marketing Managers (2 people), Planning Assistant, Sales Coordinator
- reporting indirectly: Trainers (4 people), Merchandisers (12 people)

**Sept 2017 – Aug 2018**

**Business Manager CEE, Russia & Turkey  
Bose Poland Sp. z o.o.**

Key areas of responsibility:

- ensuring sales and margin targets are delivered in defined cluster (on monthly & quarterly basis)
- deciding strategies to increase and expand market shares on regional level
- defining local distribution strategy - search for potential customer targets and forward the customer targets to BL for acquisition
- supporting Business Line Leader to define global marketing plans and translating into action plans for the Cluster
- supporting Business Line to execute and manage Marketing Introduction Plan for new products
- track the implementation and ROI of marketing investments
- analyzing and estimating SKU rotation, distribution coverage and activation budget requirements
- analyzing local market data, trends, competitors and consumer research
- supporting Business Line Leader to drive the business planning and review cycle (volume, sales, margin targets and A&P budgets down to customer level)
- supporting product lifecycle and pricing management (linecharts, pricelists)
- defining and reviewing RRP, PPWF and M3N pricing per SKU per Cluster under Commercial Policy framework
- reviewing the demand plans per region vs Sales budget
- preparing weekly sales reporting vs monthly and quarterly targets (MBRM) and communicate timely to Business Line
- ensuring excess stock, aging stock, DPMA performance targets are met
- ensuring JBPs are built to reinforce and achieve the BL strategy and targets

Reporting:

- reports to: Business Line Leader (Hong-Kong, reporting to Board)
- reporting to me: Local Business Manager Turkey (solid line), Local Business Manager Russia and Ukraine (solid line), Trainer Poland and CEE (solid line), Trade Marketing Manager Poland (dotted line), Digital Marketing Manager Poland (dotted line)

**May 2013 – Aug 2017**

**Gibson Innovations Poland Sp. z o.o. (Philips Audio)  
Marketing Manager Central & Eastern Europe**

Key areas of responsibility:

- managing Audio-Video product roadmap for Central and Eastern Europe (16 countries). Business responsibility for all phase in/phase our decisions. Setting pricelist, recommending profitability level per category, channelization, and exclusivity programs for top Clients and distribution model. Initiated New

- Product Introduction Excellence project - Successfully transformed NPI process for Audio/ Video categories. NPI stock factor reduced from up to 45 working days in March 2015 to less than 18 hours in Sept 2016.
- maximizing business indicators: sales, local cogs, gross margin% and value. Between May 13 and Sept 16 gross margin increased by 8% and sales growth by 12,2%.
  - agile adjusting category portfolio to changing business environment. Actively compensated sales lost on declining categories by introducing new growing ones. Between May 13 and Sept 16: 20 categories managed (core categories: Audio Home Systems, Connected Audio, Home Cinema Sound, Bluetooth Speakers, Optical Playback, Tablets, Smartphone Accessories, Smart Home Solutions).
  - maximizing market share growth. Leveraged Audio categories to historically highest levels proven by GfK data: Traditional Audio MS growth from 26,2% to 38,7% in sales value (May 13 – May 15), Connected Audio from 1% to 28,3% in sales value (May 13 – June 15), strengthened Philips brand leadership in both categories
  - improving stock and planning quality in close cooperation with both Supply Chain and Sales teams. As a result, managed to reduce aging stock factor from 10% after Dec 15 to historically lowest 1% after Nov 16 – best result among all EU Sales Organizations.
  - identifying on top of the plan opportunities and executing them in close cooperation with Global Marketing Team. Successful L&I project for PepsiCo in summer 2015 – exclusive Pepsi branded speaker for Client’s Consumer Campaign.
  - executing Marketing activities in key countries to increase business results. Creating and implementing countrywide 360° consumer campaigns that includes online (web, social media, SEM&SEO) and offline (in store) communication channels in Audio, e.g. “Kasa Wraca” in 2015 – positive ROI above 2. Leading Trade and Marketing events increasing Consumer awareness. Initiated Philips presence at Audioshow Warsaw – second biggest Audio fairs in Europe.
  - market analysis. Transforming data into knowledge by consolidating Consumer market data (GfK, Futuresource), trade reports (ABR Sesta) and internal sales reports (sell-in/Sell-out/stock/)
  - active participation in Business Development, opening new Key Accounts, new sales channels. Coordinated cross sales and marketing project to open new High-End Audio channel in Poland.

Reporting:

- reports to: CEE Sales and Marketing Leader (Poland) and Global Business Line Leaders (Hong-Kong)
- reporting to me: Trade Marketing Manager (dotted line), Digital Marketing Manager (dotted line), Trainer (solid line)

**Dec 2011 – Apr 2013**

**Philips Polska Sp. z o.o. (brand: PHILIPS)  
Training Coordinator – Audio-Video/Accessories**

Key areas of responsibility:

- managing training plans and budget for all learning activities
- training sales staff on Consumer Electronics categories: Bluetooth/Wi-Fi Connected Audio Home Systems, DVD/BD Players, Home Cinema Systems, Portable Audio&Video, Headphones, Accessories (Media Markt, Saturn, Euro)
- managing Promoters’ development project
- developing e-learning platform (product trainings)

Reporting:

- reports to: Marketing Manager

**May 2008 – Aug 2009**

**PTK Centertel Sp. z o.o. (brand: ORANGE)  
Project Manager – Training Dept.**

Key areas of responsibility:

- managing training streams in new product development projects (iPhone 3G introduction – first official distribution of iPhone in Poland)
- securing the appropriate level of employees' competences on the day of the offers commercial launch
- planning training activities according to one-year-roadmap of product lifecycle
- managing Company's HR Projects with the cooperation of HR Business Partners (Orange brand introduction in TPSA – Polish national carrier)
- developing new training methods and tools such as: e-learning, blended learning, virtual class, LMS platform, training forums etc. in cooperation with third party companies

Reporting:

- reporting to: Director of Training Dept.

**IV 2005 – V 2008**

**PTK Centertel Sp. z o.o. (Orange PL)  
Certified Trainer**

Key areas of responsibility:

- creating and developing training programs on: product knowledge, sales and negotiating skills, Customer Service, IT Systems in Sales and Customer Care
- product Trainings on mobile telecommunication devices for Company's employees across Poland including Business Partners

Reporting to:

- Training Manager

**V 2004 – IV 2005**

**PTK Centertel Sp. z o.o. (Orange PL)  
Customer Care Office Assistant**

education

2016 – now

Warsaw Institute of Technology (Computer Engineering)

2005-2007

Warsaw University (Bachelor of Archaeology)

2001-2004

Jagiellonian University in Cracow  
(major - Archaeology)

1999 – 2001

College of computer science  
(computer technician diploma)

1999

Matriculation exam (Cracow, Poland)

## complementary education

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| XI 2015  | Philips Platinum Ears certificate  |
| IX 2008  | Managing Projects in PMI methodology – two-day course                                    |
| III 2009 | ISO 9001 Lead Auditor – five-days course (BSI Management Poland) – with IRCA certificate |

## languages

Polish – native  
English – very good both written and spoken