

Marek Wojciech Michalski, Curriculum Vitae

Education and skills

- **MBA**, Executive, Oxford Brookes University, Polish Open University
- **Postgraduate Studies in Management**, Faculty of Management, Warsaw University
- **Ph. D.** in Applied Mathematics, Warsaw University of Technology
- **M. Sc.** in Applied Mathematics, Warsaw University of Technology

- Certificate of the Professional Education Program for academic teachers (1-year program)
- Internal and external product and business training programs (Bell&Howell, PitneyBowes, TandbergData; Mercuri Int., Chiltern Consultancy Poland, Most Wanted and others) including product and technology information, Professional Sale Techniques, Marketing, HR Management, Labor Law, Organizational Design, Project Management etc.
- Agent qualification according to Ministry of Finance decree on July, 7th 2005 (AEGON TUŻ), October, 14th 2014 (AXA TUŻ)
- one year military training and service (SPR)

- Languages: Polish - native, English - fluent, Russian - intermediate
- Driving license (cat. A+B)
- Strong computer skills (DOS, Windows, Linux, office, DTP programs, script and markup languages, web design and maintenance (front-end and cms))

Employment records, business activity

cravtt	January 2015 -
Marketing interactive agency (focused on social media and viral marketing)	Operations manager
Management of the company's operational area	
✓ implementation and optimization of business and inner processes.	
✓ attracting new customers (T-Mobile, Lobo).	
Centrum Przedsiębiorczości Racjonalnej (Rational Enterprise Center), foundation	June 2012 -
Promotion of social business activity	co-founder
Social profit activity	
✓ promoting entrepreneurial and social attitudes	
BizBi S.A.	January 2012 -
Business and new technology publishing house	Member of the supervisory board
Swiss Post Solutions (meillerGHP)	May 2010 - June 2011
Documents outsourcing service center. Part of the national Swiss Post (CH Post AG)	Sales Manager

Responsible for company commerce policy; managing and direct selling offered services (outsourcing)

Own business activity November 2009 - December 2014

financial support services - according to possessed qualifications

Emerson Polska May 2007 - November 2009

Printing and workflow outsourcing services Sales Manager

Responsible for the company commerce policy; managing and direct selling offered services (outsourcing)

- ✓ (re)negotiations of all contracts with vendors and subcontractors; achieved significant growth of sales (Lukas Bank, UPC etc.)
- ✓ new contracts in financial (Sygma Bank, Alior Bank etc) and Telco sectors (Polkomtel, smaller cable networks)

Polish Postal Group (PGP) September 2006 - January 2007

Postal operator (alternative) Vice-president, Member of the board

Responsible for sale and marketing

- ✓ developing an outline of the company's strategy, sales model, product and service portfolio

Infor Systems Polska/Inforsys S.A. January 2000 - April 2007

BPO and SS outsourcing General Manager, President of the Board
Business Partner, Director of Moscow branch

Responsible for the company management and sale

Sale

- ✓ sales growth (eg. 1999/2000 - 246.48%, total revenue in 2005 - approximately 40 million zł)
- ✓ attracting large institutional clients (financial - PKO BP, BGŻ, telecommunications - Polkomtel, NOM, Telefonía Dialog, Tele2)

Management

- ✓ reorganization of the company,
- ✓ implementation
 - o a comprehensive system of quality management (TQM)
 - o new production procedures; quality production parameterization with the use of customized SLA; standardization of processes, distribution and logistics, implementation procedures, industrial safety and quality (certification DIN ISO 9002: 1996, DIN ISO 9001: 2001 implementation of BS ISO 2859-1 + AC1, law, banking, telecommunications, etc.)
 - o safety procedures compliant with BS ISO 17799 (ISO 27001 target)
- ✓ expansion of the company's infrastructure, the construction of dedicated centers (including financial customers) and backup centers, the implementation of procedures, business continuity (BC)
- ✓ introduction of new production technologies
- ✓ the organization's representative in the Eastern markets

International Data Group Poland (IDG Poland)

January 1996 - December 1999

Computer press publishing house (titles: ComputerWorld, Network World, PCWorldComputer). Polish part of the American media company International Data Group.

Director of Expo Department
ComNet Conference Manager

Organizer of ComNet Warsaw conferences (300+ participants, 50+ speakers)
Co-organizer of ComNet Warsaw Exhibitions (2000+ sq. meters, 80+ exhibitors)
Founder of IDG conferences

- Developed new strategy for conferences
- Introduced e-business subjects to the conference program

Different marketing (BTL) projects

- Web sites (www.mennica.com.pl, www.idgexpo.com.pl etc.)
- Special advertorial supplements to ComputerWorld, Networld, Rzeczpospolita, Wiedza i Życie, Świat Nauki (Scientific American, Polish edition)

Co-sponsor of internet project "Internet in ctv net", special exhibition during ComNet Warsaw 1996
Co-worker of SHINE program - new technologies in promotion of local communities special exhibition and conference during ComNet Warsaw 1997

Arcus

September 1994 - December 1995

Office equipment distributor (e.g. Xerox, Kyocera, Bell&Howell, PitneyBowes)

product manager

Responsible for sales of Bell&Howell inserting systems (sold 6 systems in a year to blue chip clients including PTK Centertel, Aster City Cable, Polish Telecom and Polish Post)

Miscellaneous

Hobbies

- sport activities - cycling (MTB competitions, mainly mountain marathons), skiing and swimming,
- Scientific and semi scientific literature
- computers, modern IT technologies, operational systems (Linux), programming
- mathematics and its history

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