

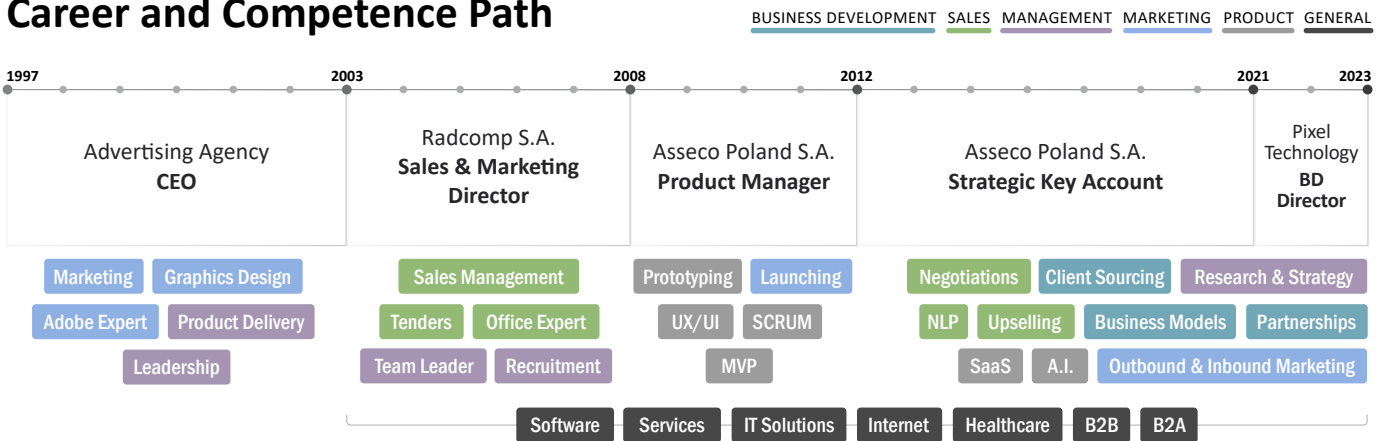


# Sebastian Paszkiewicz

Experienced, versatile **Business Development Professional**  
with strong Strategy, Sales and Marketing background

I have more than 20 years of professional experience in the fields of management, sales and marketing. I have worked my way through numerous career levels - from sales consultant to CBDO/CEO. For nearly half of my career, I held senior or management positions, having a significant impact on company strategies and development. I was responsible for sales performance and strategic accounts. I co-created products, launching and marketing strategies. I am highly competent in the area of software, IT, web/mobile based solutions and have expertise in the field of healthcare IT.

## Career and Competence Path



## Success stories

### Startup Weekend - Łódź

**TraHero - first prize for the best startup** - medical jewelry for tracheostomy patients.

### Pixel Technology Sp. z o.o.

I led to a change in business strategy. The company restructured unprofitable operations and reduced product portfolio by more than half. This has resulted in greater product consistency and a focus on key customer segments. I built a strategy for SaaS software. Several projects were launched to prepare the SaaS version for products with the greatest sales potential.

### Asseco Poland S.A.

I created the concept and supervised the development of the e-Health platform. After that, I was responsible for the business development. Finally, I won several e-Health contracts - i.e. Podkarpackie Voivodeship (60 mln), Silesian Voivodeship (12 mln).

### Radcomp S.A.

I built a 9-person sales department and was responsible for sales budgets of 10 million/year. In 2 years, I increased the number of service contracts by 20% - improving relationships with strategic customers.

## Education and Core Skills

- 1999 Master of Science in Computer Physics, Wroclaw University
- 2009 Marketing and Business Management, Wroclaw University of Economics
- 2009 PRINCE2 FOUNDATION certificate earned
- 2004-2023 taking part in over 30 training courses in wide areas of business (negotiations, management, marketing, value propositions, etc.)

