



Sebastian Paszkiewicz

Career Resume

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find more on my personal website:
<http://comrel.pl>

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Profile

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**.

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

Experience and Competences



Pixel Technology | pixeltechnology.com
BUSINESS DEVELOPMENT DIRECTOR (2 years, 2021.02 – now)

The Role: Management & Strategy	Tasks performed and required skills
Advisory support to the Management, co-creation of the company's strategy and development plans Coordinating the activities of the company's departments	<ul style="list-style-type: none"> cooperation with the CEO market and competition analysis experience in projects requiring cooperation between Sales, Marketing and Software Development
Analysis of sales and marketing processes	<ul style="list-style-type: none"> optimization of sales and marketing - identifying new ways to increase sales planning sales campaigns removing bottlenecks
Cooperation with investment companies	<ul style="list-style-type: none"> discussions and negotiations with VCs helping with pitchdecks
Acquiring knowledge for the company	<ul style="list-style-type: none"> cooperation with the best industry consultants in the field of management and marketing

The Role: Business Development	Tasks performed and required skills
Active support for the Sales and Marketing Department in generating new prospects and leads	<ul style="list-style-type: none"> customer sourcing at all levels of the sales funnel
Searching for new business development opportunities in Poland, Germany, Dubai and the USA	<ul style="list-style-type: none"> active participation in expansion activities on 3 continents to build new bridgeheads
Establishing relationships and taking care of strategic clients	<ul style="list-style-type: none"> taking care of customers at the management level
Establishing partner relations and building partner channels	<ul style="list-style-type: none"> creating partnerships with sales and tech companies
Cooperation with the US branch for foreign expansion	<ul style="list-style-type: none"> building an expansion strategy in the US in the Healthcare industry
Representing the company at national and international fairs and conferences	<ul style="list-style-type: none"> participation in external international events (USA, Dubai, EU)
Assistance in preparing bids	<ul style="list-style-type: none"> preparation of offers from A to Z in the field of IT solutions
Participation in negotiations	<ul style="list-style-type: none"> negotiations of strategic contracts

The Role: Marketing Support	Tasks performed and required skills
Building marketing strategies	<ul style="list-style-type: none"> creating and updating the marketing strategy based on the business strategy and sales plans
Analysis of competitors' communication strategies	<ul style="list-style-type: none"> monitoring about 15 main competitors
Defining the mission, vision and DNA of the company	<ul style="list-style-type: none"> marketing support at the CEO level
Product campaign strategies	<ul style="list-style-type: none"> planning and implementation of advertising and sales campaigns involving the Marketing, Sales and Software Departments I ran approx. 1-2 large, multi-month campaigns per year using direct and digital channels cooperation with digital marketing specialists
Launching product websites	<ul style="list-style-type: none"> Helping with WordPress portals
LandingPage campaigns	<ul style="list-style-type: none"> implementation of sales and marketing plans based on product LandingPages defining "Call To Action"
Supporting the company's brand in social media	<ul style="list-style-type: none"> Creating business content in social media on the company channel (LinkedIn, Twitter)

The Role: Product Management within Projects	Tasks performed and required skills
Building a product portfolio	<ul style="list-style-type: none"> evaluation of over 15 existing products in terms of market opportunities, competitiveness, sales volume, customers segments, risks, costs and profits and more
Building business models for software solutions	<ul style="list-style-type: none"> creating business models using frameworks, i.e. Canvas Strategyzer
Selection of customer segments and identification of their problems	<ul style="list-style-type: none"> creating customer personas
Finding a value proposition for customers	<ul style="list-style-type: none"> ability to identify and communicate value to customers creating models and offers based on Value Propositions
Planning, supervising and launching software products	<ul style="list-style-type: none"> leading startup projects building prototypes and MVP versions market launching working in SCRUM methodology
Participation in interviews with clients	<ul style="list-style-type: none"> organization of interviews with clients creating the content of surveys and questions

Successes achieved in Pixel Technology

My role was to support the Management Board of the company in the areas of strategy and development.

I participated in the most important decision-making processes. I analyzed the market and competition, identified opportunities and launched innovative projects.

180° change of strategy

Based on my recommendations and comprehensive analyzes of the condition of products, markets, competition and trends, the company changed its business strategy, restructured unprofitable activities and reduced the catalog of developed products by more than half. This has resulted in greater product consistency and a focus on key customer segments.

Investments in SaaS products

I have prepared a strategy for SaaS products. Projects were launched to prepare the SaaS version for two products with the greatest sales potential in the nearest future. This is one of the key directions of the company growth.

Attracting strategic clients (~ PLN 20 million)

I leveraged the company's key advantages to win clients and strategic contracts. I took an active part in presentations and negotiations.

Expanding partnerships

I expanded the partner channel and increased the sales potential of the sales department. I have led to collaborations with companies in sales and product integration. I divided the area of operation into parts and assigned a partner to each of them.

Using Marketing to increase sales

I remodeled and activated the company's marketing. I helped define the mission and vision. I planned and launched marketing and sales campaigns involving several hundred large healthcare entities to drive sales and generate leads for sales funnels.

Asseco Poland S.A. | pl.asseco.com

STRATEGIC KEY ACCOUNT MANAGER (9 YEARS, 2012-2021)

Healthcare Division, Strategic Projects Department

Responsibilities:

- new business development, exploration and development of new markets in Poland
- maintaining business relations with the company's strategic customers at the local and regional level
- presales activities in the area of strategic markets (Local Government Units, Marshal Offices)
- commercial supervision of large and strategic IT projects in the health care sector

Successes:

- establish positive cooperation with decision-makers and directors of the Marshal's offices and the Ministry of Healths
- sales of the largest e-Health system in Poland for the Podkarpackie Voivodeship (project budget PLN 60 mln)
- sale of a Business Intelligence and management system for 15 hospitals for the Dolnoslaskie Voivodeship (project budget PLN 12 mln)

As KAM, I implemented the company's strategic plans to maintain its role as market leader.

I worked with the most important clients of the health division - owners of hospital chains.

Asseco Poland S.A. | pl.asseco.com

PRODUCT MANAGER (4 YEARS, 2008-2012)

Healthcare Division, Department of Solutions for the Ministry of Health and Local Government

Responsibilities:

- business development on Eastern European markets (Ukraine)
- defining innovative product strategies
- co-creation of business plans for the expansion and dominance of the Asseco brand
- close cooperation with the Sales Department and the Production Department

Successes:

- co-creation of the first concepts of regional medical information management systems in Poland:
 - Electronic Health Record (EHR)
 - integrated e-Health platform
- signing partnership agreements in Ukraine and coordinating software sales in Kiev, Lviv, Dnipropetrovsk and Donetsk

As an experienced manager, I joined a 10-person team tasked with building Poland's first regional e-health system. The product created was a strategic plan to achieve competitive advantage.

Radcomp S.A. | radcomp.eu

SALES & MARKETING DIRECTOR (5 YEARS, 2003-2008)

Responsibilities:

- co-creation of sales and marketing strategies on the Polish market
- managing the sales team (recruitment, roles, coaching, sales results)
- establishing and maintaining long-term business relationships with the company's strategic customers, negotiating contracts worth 20+ million PLN
- responsibility for the planning, control and reporting of sales budgets,
- organization of presentations, participation in conferences, co-creation of ISO system procedures
- participation in tenders, submission of bids, appeal procedures
- integrating sales and marketing activities to increase sales efficiency

Successes:

- implementation of planned sales budgets
- increasing the number of long-term service contracts by 20% (2004-2006),
- very good evaluations of cooperation by key customers,
- development of the sales and marketing department (2004 - 4 people, 2006 - 9 people),
- low turnover of sales staff at 10% in the two-year period,
- implementation of commercial strategies - including reconstruction of the product basket, creation of channels of communication with the customer, integration of marketing activities, strengthening the brand.

At Radcomp S.A. I went through a full career path from salesman to manager. Through hard work, I gained the trust of the company's Management Board and was given the opportunity to lead the Sales Department.

Education

- 1993 – 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 I was taking in over 30 training courses in wide areas of business (i.e. negotiations, management, marketing, sales techniques, emotions)

Power skills I rely on

- Business Management & Strategies
- Business Development
- Team Management, Recruitment
- Teamwork
- Cooperation
- Leadership
- Communication
- Sales and Client Sourcing
- NLP Techniques
- Relations with Customers
- Market/Product Analysis
- Healthcare IT market knowledge
- Marketing Strategies

- Polish (native)
- English
- Office, CRM, ERP
- Adobe Creative Cloud
- Graphics Design
- PowerPoint presentations
- Driving skills

- Emotional Intelligence

Soft skills

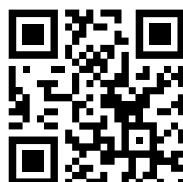
- Creative and unconventional
- Open-minded
- Enjoys learning
- Quickly adapts to new conditions
- Establishes sincere and positive relationships with people
- Able to motivate and inspire
- Flexible - plays in teams or can work individually
- Analyzes facts and figures well
- Draws conclusions
- Logical
- Identifies customer needs
- Able to formulate value propositions for customers
- Empathetic
- High personal culture

Some facts about me

- **I am active and I like sport** - I run long distances 10km and more.
- **I love playing chess** - I have the international title of FIDE candidate for master (ELO 2162) and I took part in the Polish Junior Championships.
- I like people, I value their diversity and I respect different opinions. I like to help and share knowledge. For several years **I was a volunteer in the "Mam Marzenie" foundation.**
- I find it very **easy to visualize** what I'm thinking about. I am fluent in graphics software and I like to experiment with digital graphics in my free time.
- I'm interested in technology, internet and everything new. I like reading and watching S/F.

I ♥ inventing

I won 1st prize in the Startup Weekend competition (Łódź) with project "TraHero" - medical jewelry for tracheotomy patients.



If you want to know more about me, pls visit my personal website: <http://comrel.pl>