

Katarzyna Kazior

SUMMARY

As a results-driven business executive with extensive managerial experience, I specialize in developing and implementing winning strategies that drive revenue growth and increase company value. I have a proven track record of success in managing commercial and operational functions, fostering stakeholder relationships, and working closely with company owners and VCs to achieve key objectives. My expertise in commercial aspects, strategy, and business development has helped me to consistently deliver outstanding results.

Throughout my career, I have successfully led Frisco to record revenue and profitability, launched innovative products like Żappka mobile app and Żabka Nano manless store format, and founded and sold the startup ClubCodes to Edenred. I am now eager to leverage my diverse expertise and passion for success to make a significant impact on future business endeavors.

EXPERIENCE

Onex Group

July 2022 – present

Interim COO and Informal Supervisory Board Member

- Onex Group is a fast-growing provider of Microsoft products and services, with revenue of over PLN 150mn and double-digit growth.
- Joined the team to facilitate the transition from a traditional SME to a professional software company.
- Responsible for developing the growth strategy for the coming years, professionalizing processes, and building competencies to accommodate fast growth.
- Manage KPIs, reporting, and key recruitment.

VC Advisor, Startup Advisor, and Investor

July 2020 – present

- Provide guidance to Polish VCs on target evaluation and portfolio company turnarounds.
- Collaborate with VC teams and portfolio company boards to implement enhanced processes, structures, and strategies.
- Serve as a mentor and advisor on multiple projects, including the MIT CEE Enterprise Forum and Global Mentoring Walk. Mentor startups such as Upmedic and Global Changer, among others.

Polka – meetpolka.com

January 2020 – January 2023

Founder and CEO

- Built an innovative product for conducting business meetings using an AI assistant, and analyzing participant behavior, emotions, and share of voice using proprietary ML models
- Recruited a team, including a top-notch CTO and a Machine Learning top talent
- Oversaw building proprietary AI models for diarization, emotion analysis, and transcription
- Acquired financing for the project
- Led the building of an MVP, which was selected by Zoom to join their Zoom Marketplace Beta program
- Put the product into self-service mode

Żabka Polska (owned by CVC Capital Partners) – Poznań, Poland

August 2018 – August 2019

CDO (Chief Digital Officer)

- Building digitalization strategy for Żabka Polska, embracing: Store of the future, Żappka and Żabka Nano projects, Franchisee mobile app for store management
- Developing the vision of the Store of the Future and implementing piloting elements
- Launching Żappka mobile application and reaching over 1 mn users
- Developing Franchisee application with NPS of 70 and usability of 80%
- Launch and roll-out setup of Digital Signage project (digital screens in stores)
- Strengthening existing team and establishing team values, goals and processes
- Cooperation with the Board and international technology partners

Frisco.pl (owners: MCI and Eurocash) – Warsaw

October 2015 – July 2018

CEO

- Increased company valuation multifold
- Implemented a successful turnaround strategy resulting in a +55% YoY growth in the first year and doubling of revenue in 2 years
- Developed and executed a growth strategy based on deep market and consumer research
- Collaborated closely with financial and strategic owners with differentiated goals and approach to ensure alignment and cooperation
- Strengthened the team and introduced a management framework based on goals, KPIs, motivation, and clear responsibilities
- Oversaw commercial aspects: market positioning, trade and marketing development, assortment and pricing policy
- Developed top-notch ecommerce and digital competencies, including UX, personalization and CRM, performance marketing, conversion attribution, and product development
- Improved operations through the introduction of quality and efficiency monitoring, establishment of a continuous process for operational improvements, and a significant increase in quality reflected in NPS score from 44 to 64
- Improved operating margin 40x in 2017 and oversaw IT architecture, including ERP selection
- Led the largest investment in Frisco history by selecting an innovative automated warehouse model (conducting multiple international reference visits, analyzing manual and automated warehouse processes in collaboration with technology providers)
- Secured financing from multiple sources, including equity, loans, and leasing (~PLN 50mn)
- Collaborated with external providers by selecting providers, negotiating terms and tenders, and managing relationships with service providers and suppliers

Rocket Internet Poland – Warsaw

Managing Director

August 2014 – October 2015

- Advisory to new Rocket Internet projects interested in launching in CEE and support to the existing ventures
- Presenting Company goals and vision in the media, on industry events and recruitment meetings

ClubCodes (now nowy.myedenred.pl) – Warsaw

Co-founder and President

November 2012 – April 2014

- Co-founded and managed an online non-salary benefits platform with no external financing
- Recruited and managed a team and coordinated activities
- Acquired twenty clients, including PWC, EY, Deloitte, MBank, Alior Bank, Deutsche Bank, BZ WBK, and Play within 12 months of starting operations
- Managed the implementation of the online platform
- ClubCodes was successfully sold to the French Edenred Group, valued at ~11 billion euros - a global leader in corporate HR services. Other bidders included Benefit Systems. Coordinated the sales process with the purchasing entity and other interested parties

CupoNation Poland (Rocket Internet) – Warsaw

August 2012 – October 2015

Managing Director - Building and growing one of the top voucher-codes platform in Poland

- Setup of entire CupoNation Poland organization
- Development and execution of strategy for Poland and global strategy
- Launching long-term contracts with leading media Partners: WP.pl, Money.pl and Marquard Media
- Management of traffic channels (SEM, SEO, CRM)

Rocket Internet – Berlin

Business Intelligence Manager

May 2012 – August 2012

- Invention and development of a new business model for Rocket Internet implemented in 14 countries
- Evaluation of affiliate and couponing markets in EMEA and Asia
- Analysis of business model potential and traffic channels of a selected Rocket Internet venture

McKinsey&Company – Warsaw

Senior Business Analyst

January 2010 – May 2012

- Core team member in numerous Client project across different industries (Telecom, Retail, FMCG, Energy) and geographies (Belgium, Germany, Poland, South Africa)
- Project roles included leading Client teams of 15 people, managing own workstreams, representing McKinsey in large Client meetings
- Providing highest level of Client service, leadership and relationships on different levels of organization
- Performing multi-level analyses, building models, creating and delivering Client presentations

EDUCATION

Harvard Business School – General Management Program	2019
Warsaw School of Economics – Management and Marketing, Quantitative Methods	2004 – 2010
<ul style="list-style-type: none"> • No 1 in the entire CEMS class, top year-end average grade, stipend of the Minister of Education (twice) 	
London School of Economics - Masters in International Management	2008
Gdynia International Baccalaureate Organisation World School 0704	2002 – 2004
<ul style="list-style-type: none"> • Winner of the International Geography Olympiad, Best Graduate Title 	2004