



HELLO!

I'm Tomasz Zawada

Usually a CV is just not enough to get to know somebody.

Let me present my experience and my inspirations. I promise, I'll keep it short.

Maybe I'm the person you're looking for?



COMPANIES

I used to work for, experience I gained

nazwa.pl

**2nd biggest
hosting and
domain
provider in
Poland**

- ▶ Got to know IT industry inside out (including employer branding perspective)
- ▶ Worked with CEO and senior stakeholders
- ▶ Dealt with major communication crises (with literally hundred thousands not-so-happy-customers involved)
- ▶ Organized events for 150+ participants
- ▶ Managed internal communication

MJCC

**the award
winning
employer
branding
consulting
firm**

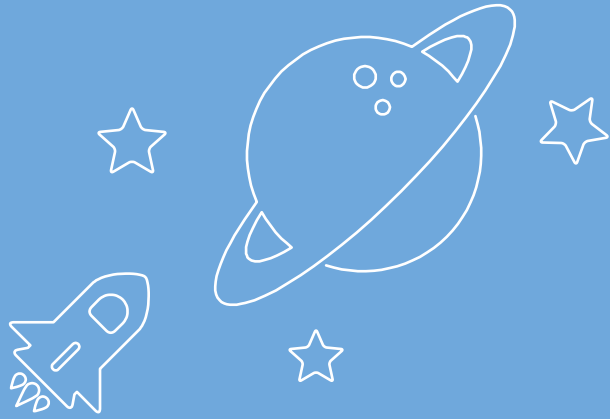
- ▶ Worked on agency side which involved a variety of projects
- ▶ Worked with large, corporate clients from various industries (The Boston Consulting Group, UBS, Capgemini, Budimex, EPAM)
- ▶ Organized CSR and EB events
- ▶ Gained in-depth knowledge of shared services industry in Kraków from EB perspective



**PathFinders
Hong Kong**

**the charity
helping
migrant
mothers and
their Hong
Kong babies
and children**

- ▶ Worked in well developed/well-grounded charity ecosystem
- ▶ Learned a lot about various ways NGO can cooperate with the private sector
- ▶ Worked with the best manager in my life (so far, I hope)
- ▶ Learned about corporate volunteering
- ▶ Spoke at Hong Kong Legislative Council



PROJECTS

I'm especially proud of

SERIES OF EVENTS

Client: BCG
(global
strategic
management
consulting
firm)

- ▶ 5 events which promoted case study competition organized by client at universities (Warszawa, Kraków, Poznań, Wrocław, Łódź)
- ▶ 2-day event for the winners (20 ppl) held in luxury hotel with various trainings and celebrity motivation speaker
- ▶ Budget 100000 PLN +
- ▶ My role: managing the project, contacting vendors, promoting events, on-site coordination

Creating Employer Branding Strategy

Client: Polish
branch of US
software
development
firm

- ▶ Developing Employer Branding strategy for Kraków and Wrocław offices involving focus group interviews and individual interviews and analyzing client's internal documents
- ▶ My role: one of two people responsible for the project. From the first meeting with a client to final presentation to client's board and top managers



Full Rebranding

Client:
International
pharma
consulting
company

- ▶ Creating a new logo, visual identity and creating a new website
- ▶ My role: gathering requirements, choosing branding and interactive agency, choosing technology, coordination rebranding and creation the new site projects, coordination of creating text content, developing new graphical templates

► Before

Full
Rebranding

Client:
International
pharma
consulting
company



consulting in life sciences
strategic pricing & market access
health economics & outcomes research



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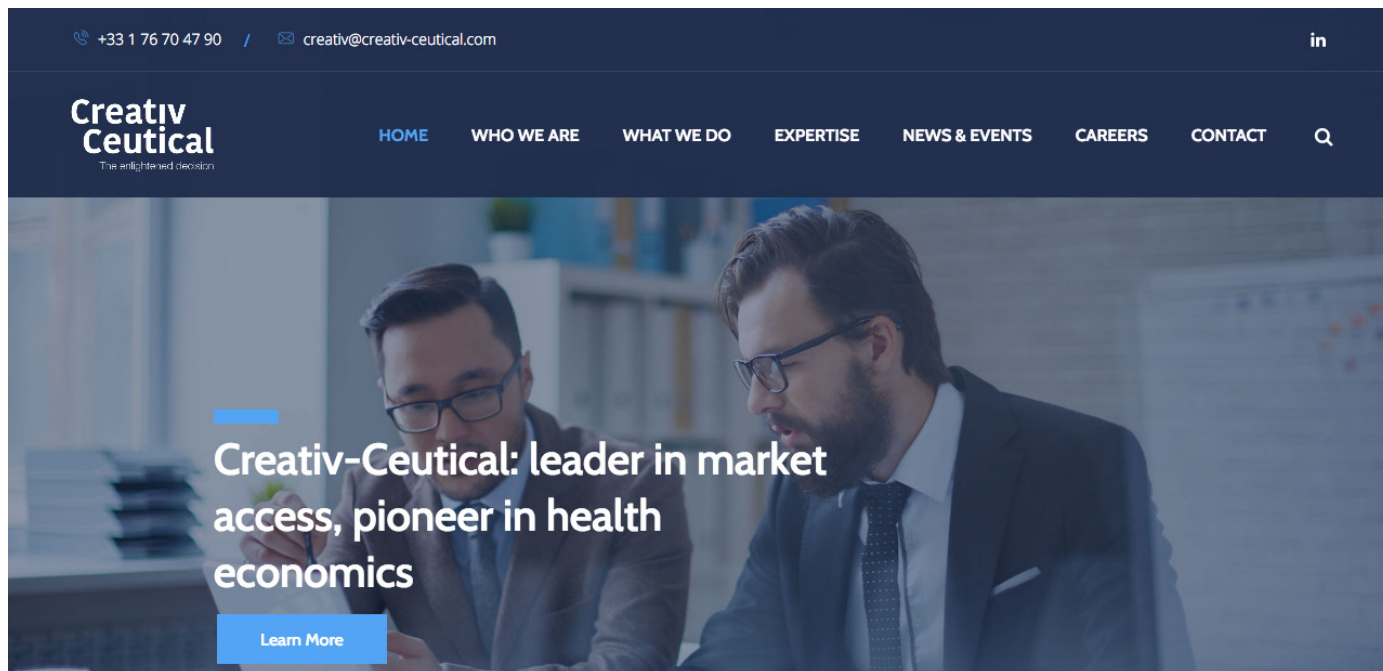


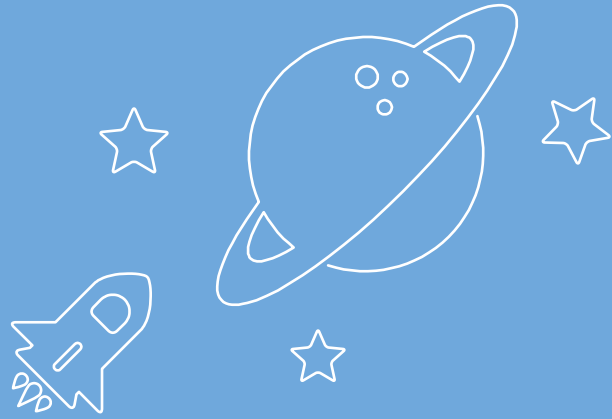
Creative
answers to your
challenges

► After

Full Rebranding

Client:
International
pharma
consulting
company





AFTER HOURS

AFTER HOURS

Yoga

Advantage of yoga is that you need only 2 square meters to do it. I hope that in my 70s I'll be as fit as Sting who started his yoga journey being the same age as me.

Food culture

I consider food and cooking yet another way to explore culture. To explore the world.

Global affairs

I believe that trying to understand modern world is one my responsibilities. Understanding it can be the first step to change it for the better – even on a small scale.



THANKS!

Any questions?

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