

Tomasz Waszkowski

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General Director CEE

Business Management & Development ♦ Sales & Distribution

Over 16 years' experience in international companies, such as XXX, XXX, XXX, XXX. Self-motivated and resourceful Managing Director with a proven ability to develop management teams. Experienced in Management Sales and Account Management, Customers Relationships and streamlining operations.

Professional Experience

Firma Sp. z o.o.

2010 +

Dutch producer of promotional clothing (T-shirts, polo shirts, fleece jackets etc.)

Managing Director CE Europe

Management of the Polish division. Identifying, developing and directing the implementation of business strategy. Developing business plans and preparing comprehensive business reports. Management of the distribution market, market management and development in CEE and SK. Building client relationships that result in revenue and profitability growth. Keeping control of running costs.

- Developed business strategy, conducted operation audit, set company's objectives for next 2 years resulting in identification of savings area (300k EUR over 3 years) and increased income to 160k PLN.
- Created sales plans in cooperation with a strategic Partner and managed implementation resulting in 200% turnover increase in 1st year of cooperation, 65% increase in 2nd year and 50% increase in 3rd year.
- Successfully led negotiations with a new strategic client leading to signing a new long-term contract (over 3.5M EUR in turnover in 3,5 years).
- Redesigned pricing policy and created and oversaw implementation of sales plans in CEE. Results: increase in sales of 60% and 200% in two consecutive years.
- Conducted production audit resulting in revision of production plans and enabling increased sales of high in demands products.
- Revised and implemented improvements in pricing policy and order processing resulting in better Client and Customer Experience.
- Prevented loss of 100k PLN by successfully executing negotiated deal with an insurance company.
- Led marketing and PR activities resulting in increased brand awareness ex. creation of a Showroom

Firma 2

2008 – 2009

Asian manufacturer of portable and modular display systems

Head of Sales and Distribution CE Europe

Management and supervision of the distribution network in Eastern Europe. Managing business partners, sales and profit planning process. Arrangement of marketing campaigns with respective distributors in given countries. Contacts with clients, drafting offers, arranging visits of foreign partners.

- Developed sales and distribution in CEE. Increased sale to existing clients by 15% (in total by 20% including polish Partner).

- Won special prize for Firma 2 at Poznan International Fair. (The prize was awarded to company's partner for XXX products)..
- Created product training for Partner's sales force, conducted training sessions (10 clients, 3-10 persons per group)

Firma 3

2007 – 2008

Product Sales Manager

Management of the distribution and dealer market. Close cooperation with Headquarters in Europe and Japan, distributors and specialized dealers. Preparation of forecasts and sales plans. Budget control and accounting of after-sales discounts for customers.

- Developed sales in Poland by launching sales in distribution and dealer's channels. As a result sale of photocopiers increased by 50%.
- Contributed greatly to increased company's brand recognition in photocopier's segment vs. competition XXX by educating the market, launching intensive promotional campaigns (ex. roadshows etc.)
- Designed and implemented concept of developing sales in new countries: Estonia, Latvia, Lithuania. Started cooperation with one distributor in each country.

Firma 4 Sp. z o.o.

2006 – 2007

Manager of the Distribution Department

Management of the distribution channel in Poland (6 distributors) with regard to 4 product groups (monitors, notebooks, computers and servers). Preparation of forecasts and sales plans for dealer and retail markets. Preparation of cooperation agreements and negotiation of their terms. Control of sales plans and the distribution and marketing budget. Management of marketing campaigns.

- Ensured proper stock levels at distributors enabling efficient sales process.
- Launched and developed sales in Ukraine and Baltic countries (Estonia, Latvia, Lithuania). Selected distributors, negotiated agreements and started cooperation with 5 companies.

ABC Deutschland GmbH

2004 – 2006

Dealer Market Sales Manager

General sales management. Maintenance of close cooperation with distributors and dealers. Creation and coordination of sales network. Strengthening brand's image on the Polish market, preparation of sales plans, arrangements and promotional campaigns. Maintenance of very good customer relationships on various levels of management. Monitoring and analyses of customer sales results.

- Set up sales process through dealer network. Developed the network by acquiring new dealers.
- Acquired new clients as sub distributors in the IT sector: AAA, ABC, XXX Technology; developed sales through sub distributors and managed shared marketing campaigns.
- Staged 1st road show visiting partners in order to develop brand awareness and stimulate sales efforts in network.

Firma 5

2001 – 2003

Coordinator of IT Dealer Contacts

Management of IT dealer network. Organization of production and distribution of advertising materials and the annual IT Dealer Convention. Introduction and coordination of ordering processes with the use of the SAP R3 system for IT and GSM products. Ensuring the flow of deliveries from foreign suppliers (the Netherlands, Korea). Maintaining contact with the warehouse and logistics department in the Netherlands.

- Designed and implemented 1st in Poland loyalty program for ASAP dealers and distributors. As a result dealers network grew significantly.

Firma 6 Warsaw Office

2000 – 2001

Assistant to the Managing Director

Office operations management. Fulfillment of orders placed by foreign customers (CEE). Maintaining contact with a twin office in Moscow. Supervision of warehouse inventories, and dispatch and deliveries of equipment from the Netherlands. Monthly sales analysis and profit statements.

Education

University of Warsaw

Management and marketing
Master's degree

Additional Information

LANGUAGES: English – very good command, both written and spoken. Spanish – basic knowledge, in the course of learning

COMPUTER SKILLS: Office Windows, SAP R3, Internet, Intranet, SCALA

HOBBY: psychology, sports (golf, water sports, rollerblading), music, watching films and reading books, travelling and becoming acquainted with other cultures

DRIVING LICENSE – B category