

RESUME

PERSONAL DETAILS

Name: Adam Wojacki

EDUCATION

University education:

1989 – 1992 Bachelor of Business (Marketing/Finance)
University of South Australia

1983 – 1989 Economics and Organisation of International Trade,
Warsaw School of Economics

CONTINUING EDUCATION

1999 Modern management methods
UNZ&Co, New York, USA

1994 Credit analysis
The Security Institute of Australia

PROFESSIONAL COURSES: Negotiation, presentation and professional sales skills

PROFESSIONAL EXPERIENCE

2011 – present **BBI Capital S.A.** – Member of the Management Board

2011 – present **Supernova IDM Fund** – Managing Partner

2007 – present **Vivex Investment Group** – Founder and General Manager

Vivex, a company based in Warsaw and Kiev, focuses on early-stage investment into high-tech enterprises and projects in such areas as Internet, telecommunications, media and advertising in the Ukraine and in Poland. Its investment portfolio includes such companies as: Spryciarze.pl, HumanWay.pl, D1C, Mapia.ua, Seepla.net, Address.ua, Prestige.ua, ESCAPE Digital Marketing Group, All Motion Group.

2001 – 2007 **MTC Ukraine** (formerly UMC) – Ukraine's largest mobile network operator

2005 – 2007 President of the Management Board, MTC Ukraine

2001 – 2005 Head of Marketing and Sales, MTC Ukraine

Scope of duties: General responsibility for a business with 20 million customers, 5000 employees, revenues of USD 1.5b and EBIDTA of more than USD 700m.

1999 – 2001

Era GSM:

Head of Marketing and Sales – Private Market.

Scope of duties: Implementation of the company's targets, i.e. market share, number of customers, EBIDTA, customer satisfaction index. Management of marketing activities and the marketing budget.

Management of the sales department with a staff of 600 persons. Development of sales channels (70 ERA stores, 1000 dealerships).

Duties of the Member of the Management Board.

1997 – 1999

Sun Microsystems Polska

Marketing Manager.

Scope of duties: Management of all aspects of marketing activities, including: communication (advertising, PR, events, relationship marketing), pricing policy, distribution, NPD, as well as sales channel management.

1993 – 1997

Austrade (Australian Trade Commission)

Trade Councillor and Consul

Austrade, Frankfurt, Germany

Scope of duties:

- Development of vertical markets, such as FMCC & IT&T in the Germany, Switzerland and Austria region
- Consulting services for Australian firms on business opportunities in Europe and market entry strategies

Marketing Manager (February 1993 – June 1994)

Austrade, Sydney, Australia

Export Marketing Finance

Scope of duties: Strategic development, implementation and management of marketing activities for Export Marketing Finance products

1991 – 1993

Yann Campbell Hoare Wheeler – Australia's largest market research firm

Project Manager

Scope of duties: Preparation and implementation of market research plans, performance of surveys, supervision over personnel.

AWARDS AND ACCOMPLISHMENTS

MTC Ukraine:

2003, 2004, 2006 – Firm of the Year,
2005, 2006 – Most Impressive Firm,
2004, 2005 – Best Employer,
2005 – Most Effective Brand.

PTC

1999 & 2000 Era's President Club Award

Sun Microsystems

1998 – for outstanding performance and substantial contribution to the firm's success in the Eastern Europe region

Austrade

1995 Bill Ferris Award for the preparation and implementation of the IT&T strategy in Europe (Austrade)

University distinctions and awards

1992 Award of the Chamber of Commerce and Industry for the best student in South Australia

1992 Alumni Association award for outstanding performance during Business Degree studies

1992 SAFCOL Holdings – award for the best final marketing and managerial project

1991 Advertiser Newspaper – award for academic performance in the area of marketing communication

1990 Australian Marketing Institute – award for outstanding academic performance in the area of Marketing Practice

PERSONAL SKILLS

LANGUAGES:

English – fluent
Polish – fluent
Russian – fluent
German – basic