

# Jan Kołataj

Business Development Executive w SentiOne

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## Summary

N/A

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## Experience

### Business Development Executive at SentiOne

listopad 2016 - Present

SentiOne is the Number One Social Listening Focused on Europe.  
Everyday we work with over 500 brands on 26 European markets.

We help global and local brands track and measure consumers opinions and activities in social media.

We work with over one five hundred large and medium companies: Procter&Gamble, McDonald's, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom or Saatchi&Saatchi.

Every day we help our customers:

- monitor their brands online
- track social media KPIs
- collect real-time consumer insights
- measure reach of online campaigns
- control their online reputation
- improve online customer care
- identify brand ambassadors
- detect negative mentions
- boost online sales by finding potential leads

We're the only Social Listening Company able to deliver instant local data from 26 European markets:

Germany, Austria, Switzerland, Netherlands, Belgium, Denmark, Sweden, Norway, Finland, Poland, Russia, Ukraine, Czech Republic, Slovakia, Hungary, Greece, Slovenia, Romania, Lithuania, Latvia, Estonia, Bulgaria, Serbia, Croatia, Montenegro and Bosnia&Herzegovina.

### Local Committee President at AIESEC Polska

kwiecień 2016 - styczeń 2017 (10 mies.)

- team management - managing Executive Board of 6 people
- change management - implementing new solutions, crisis management
- strategic planning
- caring about financial-legality state of Local Committee
- conducting General Assemblies, being responsible legality issues in organization
- supporting, motivating, managing talents in organization
- externally representing the local chapter in different external meetings
- taking part in educational conferences
- facilitating the education cycle for new members, new project managers
- being responsible for following organization vision & mission throughout members
- public speaking, learning & development
- caring about documentation, legal issues
- implementing innovative solutions
- growing a long-term cooperations with different stakeholders

#### **International Sales Coordinator at Axtel Headsets**

listopad 2015 - październik 2016 (1 rok)

- conducting market research activities in ICT branch
- building relations with top managers across ICT branch in Europe & US
- taking part in business negotiations with strategic stakeholders
- updating customers and partners data of the company
- discussing terms of cooperation with international partners
- caring and realizing international sales orders
- establishing new sales channels in international market
- building strategic partnerships across international markets
- co-organizing ICT branch conference "A-talks" in May 2016
- organizing marketing events to integrate environment of company customers & partners

#### **Head of Business Development at AIESEC Polska**

luty 2016 - kwiecień 2016 (3 mies.)

Executive Board Member of AIESEC Warsaw Universities

Responsible for corporate relations and business development.

- managing sales project managers & sales structures
- account management of local partners & companies
- management of AIESEC's Employer Branding products
- strategic planning of whole sales area
- conducting trainings and workshops
- creation and implementation of new products (3 new products implemented)
- providing sales and project management tools

- representing AIESEC as an organisation externally
- cooperation with Ambassadors commission

#### Customer Service Assistant at Marks&Spencer Polska

listopad 2013 - grudzień 2014 (1 rok 2 mies.)

- active customer service in one of the biggest clothing companies shops, located in Warsaw
- individual assistance in mens choice of dressing
- processing a receiving and statutory returns
- invoices, establishing solid relationships with customers
- filling procedures in the field of maintenance of food in the FMCG industry

#### Customer Service

marzec 2012 - maj 2012 (3 mies.)

- customer service
- preparing of promotional offers and marketing strategies for own entity
- advising the customers in movies industry, advanced sales of special offers

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## Education

Collegium Civitas

Licencjat (Lic.), Management - Business and International Marketing, 2017 - 2020

Szkoła Główna Gospodarstwa Wiejskiego w Warszawie

Inżynier (Inż.), Meblarstwo, 2013 - 2017

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[Contact Jan on LinkedIn](#)