

Marek Grabowski

ABOUT

An experienced business professional with a strong track record in managing teams and crafting sales strategies across international markets. I specialize in navigating complex sales processes from initial engagement to deal closure, with a focus on negotiations and building long-term relationships with clients. I bring a combination of leadership, analytical thinking, and creativity, allowing me to optimize sales processes and successfully expand into new markets. I base my decisions on data-driven insights, ensuring my efforts consistently deliver measurable results.

KEY COMPETENCIES

Team and Project Leadership

Proven ability to manage diverse teams and lead projects, ensuring successful execution of business objectives.

End-to-End Sales Management

Comprehensive management of the sales process, from prospecting to deal closing and post-sale support.

Negotiation and Relationship Building

Skilled in negotiating mutually beneficial agreements and fostering long-lasting partnerships with key stakeholders.

Sales Strategy Development

Creating and executing sales strategies that enhance operational efficiency and support market expansion.

Process Optimization and Analysis

Continuously improving sales and operational processes through data analysis and market research.

Adaptability and Innovation

Quickly adjusting to market shifts and developing solutions that meet evolving business needs.

PROFESSIONAL EXPERIENCE

FREELANCE CONSULTANT

Mar 2023 - Present

- Providing strategic consulting for small-scale projects, specializing in business generation, client acquisition, communication strategies, and digital marketing automation.
- Collaborating with companies to optimize sales and communication strategies, leading to improved operational efficiency and enhanced business results.

COUNTRY MANAGER

NFQ Technologies, Vilnius | remote

May 2023 - Feb 2024

- Led a team responsible for developing an innovative software-hardware solution, transforming an outdated product into a market-ready offering tailored to European markets.
- Played an active role in business operations, contributing to market research, partner network development, and the creation of a go-to-market strategy, ensuring both market fit and operational success.
- Managed negotiations with strategic partners and oversaw pilot implementations of the product across multiple markets.

SALES EXECUTIVE

Divante, Wrocław | remote

May 2022 - May 2023

- Managed the sales process for key clients, focusing on negotiations, contract finalization, and ensuring alignment between technical and operational teams.
- Developed tailored sales strategies for B2B markets and participated in operational optimization projects aimed at boosting efficiency.

COUNTRY MANAGER

PushPushGo, Cracow | on-site

Jun 2021 - May 2022

- Led the company's expansion into new European markets, overseeing strategic initiatives to increase market penetration and revenue growth.
- Managed operations, built and nurtured key partnerships, and ensured alignment between business development goals and market trends.
- Played a key role in developing and executing a market-entry strategy that strengthened the company's position as a leader in the industry.

BUSINESS DEVELOPMENT MANAGER

PushPushGo, Cracow | on-site

May 2019 - Jun 2021

- Focused on business development efforts, successfully acquiring new clients and negotiating deals that contributed to the company's growth.
- Built and maintained strong relationships with key clients across European markets, ensuring long-term partnerships and consistent revenue streams.
- Developed and implemented sales strategies that optimized the business development process and increased the company's brand visibility in the industry.

For a more detailed overview of my professional experience and achievements, please see the extended version of my resume below.

PROFESSIONAL EXPERIENCE

JUNIOR BUSINESS DEVELOPMENT MANAGER

SALESmanago, Cracow | on-site

Feb 2019 - May 2019

At SALESmanago, I took my first steps into direct B2B sales within the marketing automation industry. My primary responsibilities included identifying potential clients, managing the sales pipeline, and directly engaging with prospects to understand their needs and offer tailored solutions. I was involved in every stage of the sales process, from prospecting and conducting demos to negotiating contracts and closing deals. This experience helped me build strong communication and negotiation skills, while also deepening my understanding of how to align product offerings with client pain points. During my time in this role, I contributed to the team's success in acquiring several new clients, which reinforced my passion for business development and set the foundation for my future roles in sales.

BUSINESS DEVELOPMENT MANAGER

PushPushGo, Cracow | on-site

May 2019 - Jun 2021

Following my experience at SALESmanago, I joined PushPushGo, where I had the opportunity to further develop my sales skills and deepen my understanding of the web push technology market. In this role, I focused on expanding the company's operations across European markets, which required not only acquiring new clients but also refining sales strategies and fostering long-term relationships. My open-minded approach allowed me to experiment with new sales techniques, such as organizing educational workshops and webinars that engaged potential clients by providing valuable insights rather than traditional sales pitches. These initiatives significantly increased market awareness of our technology and generated more qualified leads. This experience helped me refine my key skills in sales and negotiation while also gaining a deeper understanding of market dynamics, which played a critical role in my career development.

COUNTRY MANAGER

PushPushGo, Cracow | on-site

Jun 2021 - May 2022

After succeeding as Business Development Manager, I was promoted to Country Manager, where I was responsible for leading PushPushGo's expansion into new European markets. I developed and executed go-to-market strategies, tailoring our approach to the unique needs of each region. A key part of this role involved both strategic and operational management, from negotiating with key clients to building long-term partnerships that strengthened PushPushGo's position as a leader in the web push notifications industry. My experience in sales and deep understanding of market dynamics enabled me to successfully drive market penetration while also maintaining strong relationships with existing partners. As a result, the company saw significant growth in its client base, solidifying its presence across European markets.

SALES EXECUTIVE

Divante, Wroclaw | remote

May 2022 - May 2023

After successfully managing market expansion in my previous roles, I joined Divante, where the sales process naturally demanded a consultative approach. Working closely with clients on their digital transformation projects, I not only managed the sales cycle but also provided strategic advice tailored to their specific needs. This role required me to deeply understand each client's challenges and goals, allowing me to position Divante's solutions as a vital part of their business strategy. Additionally, I was involved in refining new, account-based approach, using data to identify high-potential segments and craft personalized communication strategies. This approach significantly improved the quality of leads and strengthened relationships with key clients.

COUNTRY MANAGER

NFQ Technologies, Vilnius | remote

May 2023 - Feb 2024

Taking on the role of Country Manager at NFQ presented me with a unique challenge—leading a project in a competitive market that had previously faced significant setbacks. My primary responsibility was to revitalize and reposition a product that had not gained traction, requiring both strategic oversight and operational involvement. I led my team through market research and strategic planning, ensuring that we aligned the product with the evolving needs of the industry. Despite limited resources and tight deadlines, I remained actively involved in day-to-day operations, managing stakeholder relationships and guiding the team through key milestones. This role demanded a high level of adaptability and creative problem-solving, and it allowed me to draw on my experience in navigating complex market challenges while driving the project to market readiness.

FREELANCE CONSULTANT

For the past several months, I have been working as a freelance consultant, advising companies on a range of strategic areas including business generation, client acquisition, communication strategies, and digital marketing automation. The diverse experience I've gained across multiple markets and industries has equipped me to take on this role, allowing me to offer practical insights and solutions tailored to the unique challenges faced by each client. By leveraging this broad background, I have been able to help businesses streamline their operations and achieve measurable improvements in performance.

EDUCATION

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

College of Economics and Computer Science, Cracow

Specialized in **Sales Management** and **Business Psychology**

REFERENCES

References are available, along with contact details of the referees, upon request.