

# Grzegorz Gofryk



## Contact

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## Skills

- Preparing and conducting presentations
- Trade negotiations
- Building relationships
- Loyalty programs
- Organizing events
- Producing catalogues
- Computer Advanced
- MS Office Advanced
- Graphics software (Photoshop and CorelDraw)
- Video editing (Corel Video Studio)
- DTP (InDesign) and GIS (MapInfo Professional)
- HTML knowledge
- Designing websites
- Social Media

## Languages

- English B2
- Russian A1

## Education

1993 – 1998  
**Lublin University of Technology**  
Department of Building and Sanitary Engineering  
Faculty: Construction and engineering

1988 - 1993  
**Building School in Stalowa Wola**  
Building Technical High School

I have 20 years of experience in various trading companies of different sectors, including 15 years of experience in product marketing. I specialize in supporting sales and building lasting relationships with contractors. I analyze and optimize processes and I keep the highest quality of work. I am a responsible and a loyal employee. I want to develop my core skills and broaden my knowledge of sales support, image building and brand awareness.

## Professional experience

1. **Profix sp. z o.o., Warszawa** – One of the leaders of tools and power tools in the Polish market. Brand owners PROLINE, TRYTON, LAHTI PRO, VULCAN. Previously the logistic platform and now the largest Polish distributor of Stanley.

2018.11 – 2021.06 **Coordinator of development of patron shops**

- Coordination of the PROLINE Patron Shops program, with nearly 500 Polish business partners. Marketing budget management.
- Coordination of marketing activities prepared individually for traditional market customers and internal projects for other departments of the company, regarding all POSM materials. Over 1,000 different projects a year.
- Coordinating the development of the exhibition system and the development of informational materials for the visual identification of product displays.
- Cooperation with manufacturers of displays and components of own exhibition systems as well as distributors and producers of display systems available in DIY stores. Designing and optimizing and searching for new solutions. Permanent analysis of competitors' activities.
- Demand planning of display elements and managing their evidencing and distribution to customers. POS materials budget managing.
- Coordinating the work of merchandisers during rebuilding commodity racks or rearrangement exhibition for new format. Cooperation with merchandising agencies and searching for temporary workers.
- Coordinating the installation of fair booths and product expositions on the events with customers and arrangement of a showroom.

## Key achievements:

- Design and implementation of a set of new elements for the exhibition system, that allowing upgrade of standard racks of own brands. Easy way to assembling additional storage space on the racks present on market since several years. At the same time, all logistic complications have been eliminated and the load capacity has been increased and new functionalities have been provided. Average increase in turnover with customers by approx. 30%
- Development of a catalogue with planograms more than 100 of model displays that specifying the new exhibition format rules.
- Development of a catalogue of the exhibition system and elements of visual identification. More than 200 different graphical information elements that communicating to customers the advantages of the products and improving the aesthetics. The publication provides support for customers and merchandisers and sales representatives during merchandising process. Both for own racks and display systems present in DIY stores.
- Development of concept and coordination of launching application that facilitates the management of all marketing projects.
- Development of a rack calculator that was support for operators of customer service office. Easy way to completing the list of necessary components or replacement items during creating orders before built new exhibitions. Everything is based on available stock levels and expected delivery dates.

**2. ETANCO** before acquisition **Gunnebo Fastening** – European leader of design, production and distribution of fixing systems. The Group consists of brands like: ETANCO, Friulsider, Plastiform's, BOL Fixations, IT-FIX.

2018.01 – 2018.07 **Marketing Manager**

- Coordination of rebranding process Gunnebo brand to ETANCO. Choose and implementation of strategy activities.
- Co-creation and coordination of preparing new corporate identity book for ETANCO brand.
- Collaboration with media agency and coordination of preparing marketing strategy for whole Group.
- Coordination of launching new website in Polish, English, Lithuanian and Russian languages – [www.etanco.pl](http://www.etanco.pl).
- Coordination of relocation and arrangement of the new office in Warsaw.
- Coordination of POS production and cooperation with DTP agency. Product catalogues and brochures in Polish, English and Russian language.
- Managing and content creating for social media profiles LinkedIn and Facebook
- Cooperation with headquarters in France, marketing communication for sales reps, in Poland, Russia and Lithuania.

**3. ONICO Warszawa** – Volleyball Sport Club. The team plays in Torwar Hall.

2017.11 – 2018.02 **Freelancer**

- Support with events organization – for 4000 people each and branding actions internal and external, with adjusting Torwar Hall as sport place: wall, columns and tribune decoration with Décor materials or banners with club logotype. Organization of kids sector, for Onico Foundation, building SkyBoxes in VIP sectors, walls sponsor and advertisement, exhibition of sponsor vehicles, elevation lightning, logo projection, creating infrastructure for online transmission and streaming.
- Collaboration with catering organization – in 3 different and independent VIP sectors and in 3 separately bars for fans.
- Coordination of online sale ticket system Ticketik, including tickets reservation, VIP invitations, entrance pass. Support with migration and implementation of Eventim System.
- Coordination of fun-shop, ticket-office, volunteers and temporary employees.
- Managing online shop with clubs gadgets.

**4. ORIGIN Polska** – Sister enterprise of Canadian company Origin Active Lifestyle Communities  
- the market leader of geriatric services

2017.10 – 2018.04 **Freelancer**

- Coordination of printing materials
- Coordination of creating 3 websites for Polish company – which is dedicated to senior and dementia care – [originpolska.com](http://originpolska.com)  
website for investment department [www.origininvestments.pl](http://www.origininvestments.pl)  
and website for developing section

**5. Stanley Black & Decker** – is the largest tool manufacturer in the world (Fortune 500) and owner of tool brands: Stanley, Fatmax, Black+Decker, DeWalt, Facom, Expert, Bostitch, Irwin, Porter-Cable, Usag, Mac Tools, Pastorino, Lenox, Craftsman, Lista, Vidmar, Proto.

2015.04 – 2017.12 **CEE Marketing Communication Manager**  
2007.11 – 2015.03 **Trade Marketing Specialist STANLEY**

- Coordinating marketing projects that support sales and brand awareness (Stanley, Fatmax, Black+Decker, Dewalt, Facom, Expert), and building Stanley Black & Decker's image in several Central and Eastern European countries.
- Managing distributed teams and coordinating the preparation of product catalogs on average in 10 languages. Collaboration with DTP, translation and multimedia agencies (Poland, Belgium, UK, Czech Republic). Coordination of design work and preparation of advertising brochures, promotional leaflets, POS elements for the Polish market and their adaptation to CE markets. Totally, over 100 catalogues and more than 50 different promo brochures.
- Coordinating works related to the production of visual advertising and product displays: shop toolbars, tops and illuminated items, posters, banners, billboards, 3D totems, shop windows one-way-vision foils, movies and animation on LED screens, and individual projects. More than 200 different OWV shop windows, 50 different billboards, mobile ads on cars and buses.
- Collaborating and managing the STANLEY Authorized Shop Loyalty Program for over 250 B2B customers. Coordinating reward purchasing and distribution, transfer protocols, settlements with distributors, tax statements, etc. Coordinating over 50 seasonal and product promotions for distributors and final customers.

- Events, product presentations and trainings – Total coordination of large events such as the assembling of a dozen exhibitions or fair booths, 2 editions of Truck Road Show, more than 100 Open Day events at distributors and customers, city picnics and sporting events such as Men's Day, Polish Firefighter Combat Challenge & Toughest Firefighter Alive POLAND, Polish Motorcycle Racing Championship, Ełk Motor Show, Poland Drift Championship.
- Professional support of the employer branding team in terms of utilizing marketing potential in internal activities and organizing the assembling of booth at recruitment fairs.
- Controlling the implementation of any project in accordance with the guidelines of the brand identity system dedicated to each brand.
- Coordinating updating existing websites in the CE region and taking over national domains for Eastern European countries in order to launch new local language versions (ex. www.stanleyworks.pl, www.blackanddecker.pl, www.dewalt.pl, www.facom.pl).
- Managing the support of Polish social media profiles (Facebook and YouTube) by external agencies and moderators and creating newsletters.
- Cooperating with the European headquarters in the UK and coordinating communications between dedicated trade marketing specialists and sales representatives in CE markets.
- Local support for central sponsoring projects, among others MotoGP, FC Barcelona, Extreme Sports, NASCAR Joe Gibbs Racing.
- Coordinating cooperation between local specialists and advertising agencies.
- Cooperating with: PR agency, publishing houses, journalists, bloggers, vloggers, media agencies and digital marketing agencies, freelancers, trendsetters, photographers, interactive and event agencies.

#### Key achievements:

- The best catalogue of STANLEY Hand Tools 2008 among European versions, awarded by the Europe Head of Sales and the decision that the Polish version of the catalogue will be adapted and translated into other Central European languages.
- Developing my own automatic translation method for all printing materials. Coordinating composition and printing of 9 language versions of the 2009 catalogue.
- Upgrading the previous solution allowing to work online simultaneously on 10 language versions of the 2010 catalogues (EN, PL, CZ, SL, RO, HU, BG, LT, LV, EE). Preparation time with printing - 6 months.
- Expansion of the DEWALT and FATMAX product catalogues to the Baltic and Balkan markets.
- Launching Facebook profiles for STANLEY, DEWALT and BLACK+DECKER brands, which resulted in becoming the market leader of the sector for each of the brands.
- Development of new booth concept and implementation of its own, mobile, modular and lightweight exhibition system. This allowed a significant cost reduction of organizing the exhibition. The same budget allowed for organizing 3-4 events instead of one.
- Implementing outsourcing services and coordinating relocation of marketing warehouse to the external logistics company. Reduction of monthly costs by 60% and almost total elimination of the company's own processes related to marketing support.
- Taking control over loyalty program and getting rid of external subcontractors and Internet providers. Domain migration and coordinating of the creation a new web application with reward module, participant log-in section, point scoring and bonus algorithms. Total cost reduction and generate impressive income in the marketing budget.
- Creating a new online Dealer Locator implemented with the loyalty program database.
- Stanley Club Program - organizing and coordinating the program in 2 consecutive years; a group of 40 customers and employees and 4 sail-yachts on 2-week cruise on the Adriatic sea.
- Refreshing the image of product toolbars by introducing new own solutions, developing new displays for the authorized shops program. Introducing LCD screens and creation of more than 50 product animations.
- Concept, design and realization of mobile exhibition prepared for demonstrations and field presentations. Very effective way to install product display quickly with minimal effort from the presenter.
- New Polish advertising slogan STANLEY. *Doskonałość w Działaniu* (EN org. Performance in Action).

**6. Profix sp. z o.o., Warszawa** – One of the leaders of tools and power tools in the Polish market. Brand owners PROLINE, TRYTON, LAHTI PRO, VULCAN. Previously the logistic platform and now the largest Polish distributor of Stanley.

2004.01 – 2007.10 Position: **Analytics and Marketing in Sales Department / Webmaster**

- Preparing summaries and analyzes for the commercial director.
- Settlement of commissions and coordination of communication between the headquarters and 40 local agents and leaders; settlement of: contracts, business trips and budget control.
- Car fleet maintenance, route clearance and car damage compensation.
- Designing and coordinating the preparation of print publications, brochures, promo leaflets - cooperation with the DTP studio.
- Coordinating the production of company gadgets - cooperation with advertising agencies.
- Visualizing sales support activities, preparing presentations and organizing meetings for clients, employees and sales representatives.
- Updating company website.

#### Key achievements:

- Developing the concept of loyalty program VOYAGER and coordinating 3 full year-long editions. Organizing reward trips: Tunisia, Thailand and Cuba. Coordinating the creation of an internet web application with login module of participants, point scoring algorithms and participant VISA cards; Promotion Regulations.

*Hereby I agree to process my personal data included in my application for requirements of the recruitment proces (in accordance to Personal Data Protection Act dated 29 August 1997; Official Journal no 2014, item 1182).*

- Changing the concept of Open Days. Organizing the first big event outside the company. Coordinating 300 guests/customers accommodation, catering, vendor booths, technical support for multimedia presentations.
- Creating the idea of toolbars and visual image for patron shops PROLINE.
- 3 editions of product catalogues - 2003, 2005 and 2007 (PL, EN, RU languages).
- Adapting osCommerce online store engine for PROLINE website.
- Creating a photo database of 5.000 products and photo sessions with models.

2002.05 – 2003.12     **Position: Sales Representative in Purchasing Department**

- Analyzing stock status and demand planning; coordinating deliveries and cooperating with 80 domestic suppliers. Purchase conditions negotiation and implementation of new products to the offer.
- Preparing product cards specifications and certificates of origin for the export department.

**Key achievements:**

- Developing a new layout and prepress coordination of catalogue for own and foreign brands for 2003.
- Inventing PROLINE slogan used till now. *Narzędzia z Charakterem.*

**7. Aluglass Group S.A., Warszawa** – The company dealing with the assembly of facades and aluminum-glass, as well as the full range of general construction works with special emphasis on high-quality finishing works.

2001.08 – 2001.11     **Contract Specialist / Assistant to the Deputy Technical Director for Construction**

- Preparing offers for tenders, working with subcontractors, maintaining correspondence, analyzing and evaluating offers.
- Preparing reports in accordance with ISO procedures, performing analyzes and schedules for the Technical Director.
- Valuation of pre-investment general construction offers.

**8. SNAKES s.c., Nowy Sącz** – Deceuninck window and door manufacturer and Spectral aluminum products.

2000.07 – 2001.07     **Sales Representative/Designer**

- Comprehensive customer service: Order processing, PVC and Aluminum door/window design, Valuation and cost estimation of construction works, preparing tenders, releasing orders for production, coordinating supplies, invoicing.
- Cooperating with key customers in the region. Lublin province.

**9. "Metalplast-Bielsko"** previously **INTERBELL S.A., Lublin** - Manufacturer, distributor and owner of the Spectral aluminum window and door profiles and F50 facade aluminum profiles. Manufacturer of PVC and aluminum windows and doors. Then incorporated into **Grupa Kęty S.A.**

2000.03 – 2000.06     **Logistics Specialist and Strategic Supply**

- Analyzing and planning demand, creating supplier database in the MikroBit system from scratch, coordinating the supply of goods, preparing import clearance documents, cooperating with key suppliers in Poland and abroad.

1999.06 – 2000.02     **IT Specialist**

- Supervising the correct operation of computer hardware and peripherals; modernizing the existing and launching a new computer network, identifying requirements and purchasing new IT equipment.
- Acting as demand planner and imports specialist.
- Creating a website presenting the advantages of the Spectral aluminum profile system.

1999.05 – 1999.06     **Export Specialist, Demand planner**

- Cooperating with key consumers of the former WNP (CIS - Commonwealth of Independent States) and Hungary, order processing, Preparing export offers and specifications, cooperating with the agency and customs office, preparing import and export documents, coordinating the supply goods and cooperating with strategic suppliers.

1999.04 – 1999.05     **Representative for valuation and sales of profiles**

- Customer service, Order processing, coordinating process: the production line-varnishing-shipping, designing and calculating windows and doors made from PCV and aluminum.

**10. P.W. Damar – Komputery, Lublin** – Computer systems fixing. Sale of computer sets and cash registers.

1998.04 – 1999.03     **Sales Representative in Computer Showrom / IT service team leader**

- Assembling computers, warranty and post-warranty service, 24-hour computer emergency service for key customers, configurations; installing and modernizing equipment; POSNET TAX and cash registers service; Implementing IT systems for sales, accounting and warehousing; order processing, customer service, preparing offers for tenders.

## Other Training and Education

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- Communication and body language training (Metalplast-Bielsko S.A. – 2000)
- Improvement of Sales Techniques – training (Profix sp. z o.o. – 2003)
- MapInfo Professional – Spatial analyzes, geomarketing, geographic databases – training (Imagis S.A. – 2004)
- Improvement of Sales Techniques – training (Profix sp. z o.o. – 2005)
- Modern Technologies in Business Communications – conference (ZETO S.A. – 2005)
- Statistica Training – Sales Visualization (StatSoft Poland – 2005)
- Safe driving training (Akademia Bezpiecznej Jazdy – 2006)
- Managing small enterprise and motivating – training (Profix sp. z o.o. – 2007)
- Internet Marketing Forum – Online Marketing Innovations & Consumer Trends (Centrum Promocji Informatyki Sp. z o.o. – 2011)
- Adobe Flash Training – (Centrum Edukacyjne Żelazna 2012)
- Communication Training – (Stanley Black & Decker 2013)
- Presentation Training – (Stanley Black & Decker 2014)
- E-marketing seminar for managers ERA E-MARKETERA (BrainJuice Group 2015)
- Microsoft Excel – advanced level – (Stanley Black & Decker – 2015)
- Leading People Successfully course – (Stanley Black & Decker 2015)
- Contextual and targeted advertising vs content advertising – (Google Poland sp. Z o.o. – 2015)
- Google Analytics & Google AdWords – (Sunrise System sp. z o.o. sp.k. – 2016)
- Eisenhower Matrix – Prioritization and Time Management – (Stanley Black & Decker – 2017)
- RODO – New rules vs processing of personal data – (ETANCO – 2018)

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## Interests

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Sailing, Star Wars, Modern Multimedia Technologies, Computer Graphics, Video Editing.