

Marcin Więckowski

Marketing Director / Brand Strategist / Board Advisor

T: +48 608 50 70 60

E: marcin@wieckowski.pro

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L: [linkedin.com/in/marcinwieckowski](https://www.linkedin.com/in/marcinwieckowski)



Executive Summary

Marketing leader and brand strategist with **over 25 years of experience** working with Polish companies and international organizations. A partner in driving growth, innovation, and marketing effectiveness. I specialize in **transforming marketing into a core business capability** — shaping competitive strategy, designing brand architecture, and building **high-performing marketing functions** that deliver measurable impact. My work spans from strategy to execution, including team development, process design, and implementation of tools and frameworks.

I work closely with owners and executive boards, supporting decision-making at the intersection of marketing, sales & business development. My approach **combines strategic clarity with operational pragmatism**. I have led marketing teams, transformation initiatives, and complex projects. I worked in leadership roles in corporate environments (GE, Philips), and as an **entrepreneur and strategic advisor**, for 15+ years led Whizbrand — a consulting firm focused on marketing and brand strategy.

As an academic partner in postgraduate programs and a trainer, I have **delivered numerous training sessions** in strategic marketing and brand building for the SME sector.

Where I add the most value

- When **sales and business growth require strategy** — not just marketing campaigns
- When your **brand isn't driving purchase decisions** of your customers or B2B partners
- When **marketing and sales underperform** and are out of sync
- When **launching or repositioning an offer**
- When **structuring brand portfolios and architecture**
- When you need an **experienced strategic partner** — not just another “consultant”

Core Expertise

- Leveraging **marketing as a driver of revenue growth**
- Marketing **competitive and go-to-market strategy**
- **Brand and communication management** across complex portfolios and channels
- **Leading strategic initiatives** and transformation programs
- Building and optimizing **high-performing marketing teams**

Why Me - Facts that matter

- **25+ years of experience** in strategic marketing and brand management
- **Dozens of projects delivered** for companies of various sizes, across multiple sectors (technology, professional services, FMCG, real estate) and business models (B2B / B2C / B2B2C)
- **Experience both at executive level** as well as an **external strategic partner**
- Proven ability to operate **in international environments**
- **Award-winning implementations** (including Effie Awards)
- **Unique academic background** (SGH, CIM, ECLP, SSM, MBS)

How I Work

- I treat marketing as a **strategic business tool**, not a creative hobby
- I focus on **decisions, priorities, and outcomes** — not the volume of activities
I deliver solutions **grounded in business realities**, not just polished presentations

Engagement Models

- Marketing Director / CMO
- Strategic Advisor to the Board (Marketing & Brand)
- Interim Marketing Transformation Leader
- Strategic Consulting (project-based or ongoing)

Let's discuss your company's strategic challenges and explore how my experience can contribute to driving your business growth.

GDRP Consent

I agree to the processing of my personal data for contact purposes regarding potential cooperation.