



JAN STELMASZYK

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SUMMARY

Dynamic and versatile leader with extensive experience in e-commerce, marketing, and technology, offering expertise in both strategic management and hands-on execution. Proven track record of driving business transformation, optimizing workflows, and implementing innovative solutions, including AI integration, to solve modern challenges. With bilingual fluency in English and Polish, and professional experience in both Poland and Canada, I excel at bridging global perspectives to deliver impactful results. Currently running my own consulting firm, CPU Digital, where I lead branding, digital marketing, and e-commerce projects for various international clients.

WORK EXPERIENCE

Founder & Business Consultant, CPU Digital — Remote

Sep 2017 — Present

- Leading strategic brand, digital marketing, and e-commerce projects for clients in fashion, technology, and service industries.
- Projects include brand positioning, product launches, data-driven marketing strategies, and operational workflows.
- Collaborate with agencies and clients internationally, offering both strategic guidance and hands-on execution.

Managing Director, Warsaw Creatives - Warsaw, Poland

Jun 2022 — Apr 2024

- Developed and implemented a custom setup in Monday.com, improving operational workflow and decision-making processes.
- Doubled the client portfolio by expanding service offerings, securing smaller yet diverse accounts to stabilize revenue after losing a major client.
- Crafted short- and long-term strategic plans, aligning KPIs to monitor team performance and project profitability.
- Managed a team of approximately 50, fostering collaboration across departments to achieve business goals.
- Partnered with notable clients including CCC, LPP, and Magda Butrym, strengthening the agency's market presence.

Business Director, Pathfinder 23 (Assembly Global) - Warsaw, Poland

Jan 2020 — May 2022

- Diversified client revenue streams to maintain steady sales despite challenges, enhancing business stability and reducing dependency on single accounts.
- Spearheaded comprehensive business strategies for global clients like Bayer, Schneider Electric, and Danone, ensuring alignment with international market trends.
- Managed a multidisciplinary team of 20-30 professionals across client services, strategy, design, and e-retailer operations, delivering integrated e-commerce solutions.
- Supported the agency's transformation by implementing new tools and processes, ensuring seamless adaptation to organizational changes.

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Strategy Hub Leader, Pathfinder 23 (Assembly Global) - Warsaw, Poland Jan 2019 — Dec 2020

- Led the development of global e-commerce strategies for Bayer, leveraging insights from consumer behavior studies and market trends.
- Designed retailer traffic acceleration programs and optimized shopping journeys, driving engagement at scale.
- Focused on high-level strategy creation and localization support, ensuring cohesive implementation for multiple regions.
- Utilized consumer feedback and external studies to guide strategic planning, ensuring relevance and efficiency.

General Manager, Sky Zone - Vancouver, Canada Sep 2016 — Dec 2017

- Directed a large, diverse team of over 90 members, primarily young professionals, fostering a culture of growth and accountability.
- Leveraged formal education in Physical Education to implement structured onboarding processes and progress evaluation methods, ensuring team development and operational efficiency.
- Drove operational improvements, significantly increasing profitability and customer satisfaction, establishing Sky Zone as a leader in its category.
- Developed and executed innovative sales and marketing strategies, achieving substantial revenue growth and enhancing the customer experience.

Marketing and E-Commerce Manager, YM Inc. - Toronto, Canada Mar 2015 — Oct 2015

- Developed and executed comprehensive marketing campaigns, including lifestyle and action sports photoshoots, significantly boosting brand visibility and engagement.
- Led the strategic transition of the e-commerce platform from Magento to Shopify, enhancing online sales capabilities and improving user experience.
- Managed successful in-store and online promotional campaigns, achieving notable ROI through strategic use of digital and traditional marketing channels.
- Oversaw social media, event planning, and e-commerce initiatives, driving increased traffic and sales through effective online presence and customer engagement strategies.

Store Manager, Bouthouse - Toronto, Canada Jul 2014 — Feb 2015

- Directed store operations, achieving targets through strategic sales planning and team leadership.
- Implemented customer service and merchandising strategies that enhanced in-store experience and sales performance.

Marketing Manager, Quiksilver - Rawaki Sp. z o.o. - Warsaw, Poland Nov 2011 — Dec 2013

- Led marketing campaign planning and execution, achieving enhanced brand recognition and market penetration.
- Supported retail partners with innovative marketing tools and strategies, both offline and online, maximizing brand consistency and exposure.
- Managed ATL and BTL media planning and buying, orchestrating events and sports team sponsorships that significantly increased brand visibility and engagement.

JAN STELMASZYK

Sales Representative, Quiksilver - Rawaki Sp. z o.o. - Warsaw, Poland Nov 2007 — Oct 2011

- Established and nurtured relationships with clients and partners, contributing to sustained sales growth and brand loyalty.
- Demonstrated product knowledge and sales expertise, effectively promoting brand values and merchandise.

Sales Associate, Various Retailers - Warsaw, Poland Feb 2005 — Jan 2007

- Delivered exceptional customer service, consistently meeting and exceeding sales targets through effective product promotion and customer engagement.

EDUCATION

MBA, Gdańsk University of Technology - Gdansk, Poland Sep 2011 — Jun 2012

Postgraduate, SGH Warsaw School of Economics - Warsaw, Poland Sep 2007 — Jun 2008

Master, Józef Piłsudski University of Physical Education - Warsaw, Poland Sep 2002 — Jun 2007

SKILLS

- Strategic Leadership & Change Management
- E-Commerce Strategy & Digital Transformation
- Process Optimization & Workflow Automation
- Data-Driven Decision Making & Consumer Insights
- Cross-Functional Team Leadership (Teams up to 90 members)
- CRM & E-Commerce Platforms (Shopify, Magento)
- Collaboration Tools (Monday.com, Asana, ClickUp, Slack, Google Workspace, Microsoft 365)
- Advanced Analytics (Google Analytics)
- SEO/SEM Techniques & Online Sales Channels
- Mentoring & Professional Development
- Brand Positioning
- Digital Campaign Planning
- Go-to-Market Strategy

SPORT

Amateur Cyclist Sep 2010 — Present

Professional Sailor Sep 1993 — Jun 2003

Polish representative in Olympic windsurfing