### **CURRICULUM VITAE: ADAM BIEDRZYCKI**

**Age:** 50. Date of birth 4<sup>th</sup> October 1964.

Martial Status: Married since September 1993. Two children.

**Education:** The Reytan High School. The Warsaw Technical University,

Faculty of Precision Mechanics, MSc for Industrial Automation

and Metrology, 1983-89. 2005-2007 Executive MBA

Programme.

## **Qualifications (major trainings):**

1991 Strategic Selling Course, Negotiations Workshop, Presentations Skills, Banking Technology, Business Finance

1993 Advanced Sales Training, Territory Management, Strategic

Planning, ISO9000 Quality Training

1994 Trends in Modern Banking Workshop, Strategic Business Workshop

1996 New Managers Programme (at Hewlett-Packard)

1997 Power Base Selling Programme

1999-2000 Neuro Linguistic Programming (NLP) in business: NLP in Coaching People, NLP in Sales, NLP in

Recruiting People, NLP Way to Excellent Communication.

2002 IMPAX Sales Training

2004 Plan 2000 Sales & Management Planning Programme

2005-2007 Executive MBA at Gdansk Foundation for Management Development in cooperation with the

Business Centre Club validated by the RSM Erasmus University (former Rotterdam School of

Management). I have completed this programme with distinction.

#### Career Path:

1991-92 Sales Executive, Finance and Banking, ICL Poland

- Working with the State Savings Bank (PKO BP).
- Involved in the payment card business as well selling Diebold ATM's and host solutions.

1992-94 Account Manager, Finance and Banking, ICL Poland

- Responsible for a Major Account State Savings Bank (PKO BP).
- Organising Task Teams formed from local and international ICL specialists to address the customer business issues and provide IT solutions.
- That time ICL was the only international company providing IT solutions to PKO BP with around 30% market-share.

1995-96 Sales Manager - Hardware Sales, Softbank S.A. (#1 banking software house in Poland).

- Responsible for building from the scratch HW sales channel at Softbank. Establishing business partnerships with major computer suppliers: Fujitsu/ICL, HP, IBM, Digital, and Compaq.
- Successful merge of the ICL sales team into Softbank.
- That time Softbank became the biggest SW and HW supplier to Polish banks. Revenue increased from \$3M up to \$25M per year.
- 1996 ICL International Sales Person of the Year, for the overall business performance.
- 1997 Gold Excellence Award from the CEO of ICL. This award was given to 50 employees out of 20,000 employed overall.

1997 Sales Director, Softbank S.A.

• In this position I had the same area of responsibility as above plus software sales and marketing, managing a group of 11 sales people and the logistics department.

Sales and Country Manager, VeriFone Poland. From the 1st May 1999 up to the 1st July 2001 employed by Hewlett-Packard Poland.

• I have established VeriFone business in Poland including: hiring people, establishing outsourcing services for: bookkeeping, payroll, banking, logistics, warehouse, terminals distribution, SW



Date: 19th May 2015

development, HW repairs and customer services. VeriFone maintains over 70% market share in Poland with around \$20M revenue per annum.

- From November 2002 until February 2009 responsible also for: Czech Republic and Serbia.
- Major Accomplishments:
  - 1999 Sales Person of the Year, for the best overall sales results within VeriFone International (among all countries except the US).
  - 2000 The King Arthur award, for the biggest revenue number achieved within VeriFone International.
  - I have attended eleven out of fourteen VeriFone President's Clubs for outstanding business results.

# 2009-2011 General Manager - Continental Europe

- Managing VeriFone business in Europe and Russia, excluding: UK, Ireland, France, Nordic countries and Balkans.
- Fixing business issues in Italy and Spain after acquisition of Lipman.
- Major Accomplishments:
  - Tripling revenue in Russia
  - Bringing Italy from \$500k loss to \$500k contribution margin per quarter
  - Preparing Spanish business to grow 20-30% pa
  - Beating revenue, GM and CM plans nine quarters out of ten

## 2011- Present VP & GM of GPV Region including: Germany, Austria, Switzerland, Belgium, Netherlands, Poland

- Managing VeriFone business of \$100m p.a. in countries mentioned above.
- Integration of acquired Hypercom business in the above countries.
- Major Accomplishments:
  - Full financial and business integration of former Hypercom business in the sub region
  - Beating revenue, GM and CM plans in nine out of fifteen quarters

## Jul 2014 – Mar 2015 VP & GM of GPV Region + interim MD of UKI Operations

• On top of VP&GM of GPV Region job managing another Verifone business unit in the United Kingdom and Ireland worth \$100m a year.

## **Current Major Accountabilities:**

- Management of overall business (P&L, planning, monitoring, people management) in six EU countries.
- Development and maintaining strategic partnerships with key customers and solution partners.
- P&L responsibility: budgeting, delivery of revenue, keeping OPEX and contribution margin within budget.
- Manage VeriFone offices: in Germany (250 employees) and Poland (150+ employees).

## **Experience and Competences:**

- 24 years of direct Account Management and Business Development in Finance and Banking.
- 18 years of people, department and office management.
- 13 years of cooperation with international partners, customers and IT companies.

**Interests:** yoga, skiing, inline skating, climbing, business psychology and psychology of marketing