

Contact

Top Skills

Leadership

Business Strategy

E-commerce

Languages

English (Full Professional)

Polish (Native or Bilingual)

Przemyslaw Budkowski

Founder at merXu

Poland

Experience

merXu

Founder

September 2019 - Present (5 years 9 months)

merXu is a pan-European B2B marketplace serving small- and medium-sized enterprises looking to buy wholesale goods online. The merXu platform enables manufacturers, wholesalers, contractors and retailers to buy and sell industrial products such as office equipment, lighting, machinery, chemicals and tools. With over six million products for sale, merXu platform serves over 30k companies operating in Czechia, Estonia, Germany, Hungary, Lithuania, Poland, Romania and Slovakia.

For more information, please visit www.merxu.com

Grupa Eurocash

Supervisory Board

October 2020 - Present (4 years 8 months)

Grupa Pracuj

Supervisory Board

June 2020 - Present (5 years)

Allegro

9 years 10 months

Garden leave

September 2018 - August 2019 (1 year)

Poznan, Greater Poland District, Poland

CEO, President of the Management Board

April 2011 - August 2018 (7 years 5 months)

Poznan, Greater Poland District, Poland

CEO Allegro Group (President of the Management Board)

- Poland:

Allegro.pl

Ceneo.pl

VP Naspers, Marketplaces & Comparison Search Engines & eShop platforms,
CEE:

- Czech Republic

Aukro.cz

Heureka.cz

NetDirect.cz

- Hungary

Vatera.hu

Arukereso.hu

TeszVesz.hu

- Ukraine

Aukro.ua (Bigl.ua)

- Estonia

Osta.ee

- Romania

Compari.ro

- Bulgaria

Pazaruvaj.com

Marketing Director

November 2009 - April 2011 (1 year 6 months)

Poznan, Greater Poland District, Poland

- Defining and implementing marketing strategy of Allegro.pl
- Leading a team of marketing experts and managers
- Managing team's objectives, priorities and key results
- Budgeting
- Working with external partners for co-marketing and other business opportunities
- Partnering with research and business intelligence departments to identify and execute new products and services

Google

Product Marketing Manager - Central and Eastern Europe

December 2005 - November 2009 (4 years)

Warsaw, Poland + Dublin, Ireland + Mountain View, CA, US

- Defining and implementing country marketing plans & customer communications strategy
- Developing analytically-driven segmentation. Shaping and executing all B2C product launches in Poland

- Creating market launch and after launch strategies for all Google consumer products: Google search, YouTube, Google Maps and more...
- Determining ROI on advertising expenditures, managing budgets
- Defining market research studies that driving understanding of how Google products can help larger businesses succeed, communicate insights through online and offline outreach
- Developing and executing ongoing customer education and engagement programmes for larger direct clients
- Working cross-functionally within Google to ensure that targets and objectives are achieved
- Identifying, structuring, negotiating partnership deals for YouTube, Google Maps, Google Apps

Orange Business Services

Business Analyst

June 2005 - December 2005 (7 months)

Dublin, Ireland

- perform business application/system analysis
- analyze document requirements and recommend actions to support new and existing product solutions
- analyze and process financial data related to customers from APLA markets
- maintain the internal system's data - work with an internal team to improve the effectiveness of existing applications and increase efficiency
- research and monitor IP traffic challenges
- prepare reports and deliver presentations to upper management

Education

Akademia Ekonomiczna w Poznaniu

Master of Arts (M.A.), Management and Marketing · (2000 - 2005)