

Jacek Kotarbiński, PhD

A recognized authority and international marketing, brand development, innovation, and sales management expert. Mentor to startups and technology companies. Since 1990, he has effectively and practically supported enterprises in enhancing their competitiveness.

Ranked among the Top 30 marketing personalities in Poland (Wirtualne Media) and repeatedly listed among the most important Polish marketing figures by "Widoczni.com". Winner of the 2012 Blog of the Year Award by Onet.pl in the "Professional and Corporate Blogs" category. Recognized by Whitepress as one of the 100 most inspiring people in the Polish interactive industry and named among the most influential Polish professionals on LinkedIn. First prize winner in a national competition for the best marketing strategy in the banking sector.

His book "The Art of Marketology" was distinguished in an expert ranking of the 100 best marketing books published in Poland after 2000. "Kotarbiński's 50 Laws of Marketing" became a bestseller on its release, as did "Brand 5.0" published by PWN Scientific Publishers. His three e-books: "The Art of Marketing", "The Second Art of Marketing", and "The Third Art of Marketing" became hits in the iTunes "Business" category.

Member of the Council of the Open Eyes Economy Summit and the Copy Advice team at the Advertising Ethics Council. Jury member for EFFIE Awards, Superbrands Poland Awards, PRCH Retail Awards, and POPAI Poland Awards. Former member of the Program Council of the IAB Forum Poland. Keynote speaker at TEDx conferences in Gdynia, Toruń, and Wrocław, as well as at numerous industry events. Renowned expert in innovation commercialization and strategic planning. Highly regarded lecturer at undergraduate, postgraduate, and MBA levels at institutions such as the Eugeniusz Kwiatkowski University of Administration and Business in Gdynia, Kozminski University in Warsaw, SWPS University, Chartered Institute of Marketing/Questus, among others. International expert in shopper marketing. Member of the Polish Scientific Society of Marketing. Initiated and co-created the first Kotler Awards Poland in Europe, collaborating with Professor Philip Kotler.

Contributing blogger for Harvard Business Review Poland and columnist for Forbes Poland. Certified auditor of quality management systems (QFMA). He has delivered projects for leading brands such as: Eurocash, Neuca, Mercedes Benz, Grupa Lotos, Energa, Polpharma, Coca-Cola, Orange, Balex Metal, EWE, Enea, Masterlease, Deloitte, Agros Nova, Dr. Oetker, ROCHE, Onet.pl, French Institute of Management, Kompania Piwowarska, Wirtualna Polska, Kamis, Darboven, IDEA Bank, Gdańsk University of Technology, University of Łódź, Gdańsk Tourist Organization, Port of Gdańsk, Educational Research Institute, and many others.

Assistant professor at the Eugeniusz Kwiatkowski University of Administration and Business in Gdynia.

Author of the influential marketing blog kotarbinski.com.