



Ewa Kasprzyk
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PROFILE: Engineer, Food Technologist with 17 years experience in sales, out of which 15 in multinational companies in B2B sales of advanced, specialized or individually tailored solutions.

EDUCATION:
2001 - 2003 Leon Koźmiński Academy of Entrepreneurship and Management in Warsaw, Executive MBA diploma

1983 Agricultural University (SGGW-AR), Food Technology Faculty, Master degree in Food Technology, Specialization – Economy and Organization of Food Industry

CERTIFICATES:
November 2006 Ministry of Treasury certificate for Supervisory Board members in government owned companies

TRAININGS:
1995 – 1997 Negotiation Skills
Key Account Management

LANGUAGES: English – fluent; Norwegian, Spanish, Russian – elementary level

PROFESSIONAL ACTIVITY:
April 2003 Board Member of Polish Food Industry Chamber (KIG-PS)

WORK EXPERIENCE:

2.10.2008 – until present **Avecus** **Owner**

- Registered own company for running agency and/or distribution services for food and fragrance market in Poland with possibility of extending activity abroad
- Consulting services on Polish food legislation issues
- Wide active customer contact data base in both flavours and fragrances market
- Resent ongoing customer projects knowledge

22.10.2007 – 31.10.2008 **Mercia International Aromatics** **Area Sales Manager CEE**

- Company: UK- Egypt family owned company producing fragrances and flavours.
- Scope: New market segment of fragrances for cosmetic industry and a new territory for promoting and selling ingredients.
- Responsibilities: Covering the sales in Poland, Czech, Slovakia, Ukraine, Lithuania, Latvia and Estonia with main focus on Poland existing business. Both segments (fragrances and flavours) in focus. Very much a start-up business to be set up.

1.11.2006 – 15.10.2007 **KIG-PS** **Consultant**

- Company: Polish Food Industry Chamber uniting over 130 food producers in Poland.
- Scope: Food law, education and information, opinions and representing food producers.
- Responsibilities: Organization of conferences, food law changes monitoring and preparing opinions in close contact with the producers, advisory activity.

1.07.2004- 31.10.2006 Sensient Food Colors Area Sales Manager

- **Company:** American company producing food colors and flavors.
- **Scope:** New food additives – colors in its full range (synthetic, natural, coloring foodstuff and nutraceuticals).
- **Responsibilities:** Sales, promotion, product development with the customers, advisory activity, solving problems of colors interaction with other ingredients and their suitability in particular applications, marketing presentations.
- **Achievements:** Implementing a new customers segmentation system, increase of customer count by 20, increase of sales with delegated customers 30%.

1.02.2002 – 30.04.2004 IMCD Polska Sp. z o.o. General Manager Food

- **Company:** Dutch distribution group entering Polish market with additives and components for food, pharma and cosmetic industry
- **Scope:** Representing Quest International, DMV International and Creamy Creation, also internal speciality flavors from Internatio Belgium (coffee extracts).
- **Responsibilities:** Organization of the company in Poland, business development and daily office management. Budgeting, sales, profit monitoring.
- **Achievements:** In 3 month the office was legally set-up and operating, employees in place, warehouse and logistics organized, sales and customer service start-up.

1.02.2000 – 31.12.2001 ICI Polska Sp. z o.o. Sales Manager

- **Company:** Mother company for Quest International – Dutch producer of flavors and additives for the food industry.
- **Scope:** New approach towards the food additives – taste and texture. Product portfolio next to flavors covers enzymes, emulsifiers, stabilizers and yeast extracts.
- **Responsibilities:** Sales monitoring and product promotion, involvement in new product development with customers, trend monitoring and presentations to the customers, tasting sessions, proactively looking for new business opportunities. Cooperation on decision level with main Key Accounts and monitoring the activity of distributor (Barentz).
- **Achievements:** Saved the company from being delisted as a core supplier at one of the biggest key accounts, strong focus on the rolling forecasts with key customers in order to secure on-time deliveries, innovative Xmas hand-out idea, starting cooperation with one of the biggest food group in Poland as a new customer.

1.04.1995 – 15.10.1999 Roche Polska Sales Executive

- **Company:** Mother Company for Givaudan Roure – Swiss producer of flavors for food industry.
- **Scope:** Entering the world of flavors as well as completely new markets with B2B sales operation due to specialized product portfolio.
- **Responsibilities:** Promoting flavors to existing key customers in Poland and identifying new potentials. Project handling, presentations, tasting sessions, seminars for customers. Coordinating the activity of local application lab. Close cooperation with distributors – Marbis and Alcafood. Contacts with Polish Food Institute (PZH) in preparing sensory seminars for customers.
- **Achievements:** Part of big success of Frugo launch to the market, making the link between my name and quality service on the market.

Capabilities:

- Organization and communication
- Problem solving and delivering
- Customer oriented
- Team player
- Systematic in activity
- Good computer skills

Interests:

- Outdoor summer and winter sports
- Music and literature