

## Kontakt

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## Główne umiejętności

Customer Service

Teaching

Public Speaking

## Languages

English (Professional Working)

Russian (Elementary)

## Certifications

Lean Six Sigma

State Certificate to Supervisor  
Board of State Enterprises

State Certificate of Accountancy &  
Taxes

International Car Racing License

Swimming Instructor

## Honors-Awards

First place -winner / the best head  
of branch within ING in sales of  
investment funds

First place -winner / the best head  
of branch within ING in sales of  
investment funds

second place in the best Head of  
Sales Contest

## Publications

Possibilities of land purchase by  
foreigners: legal aspects in Poland  
and the EU

"Cash pool analysis in polish law  
perspective"

# Adam Proń, MBA, PRINCE2

Head of Marketing and Business Development

Katowice, Woj. Śląskie, Polska

## Doświadczenie

### Air Liquide

Head of Marketing and Business Development BetaMed SA - AIR  
LIQUIDE GROUP

kwietnia 2016 - Present (7 lat 6 mies.)

Responsibility in Betamed SA ( Air Liquide Group) for:

- all the PR & Marketing (on line mkt) issues in the biggest long-term care  
service Company all over Poland

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- all the "soft" HR issues

- new business development

Board -1 Position. Reporting directly to Board.

### American Heart of Poland

Head of Marketing and Sales

czerwca 2014 - kwietnia 2016 (1 rok 11 mies.)

Responsibility for:

- all the marketing issues in the biggest chain of cardiology, cardiovascular and  
cardiac surgery clinics all over Europe

- all the sales for Private patients and foreign patients

- opening sales points and representatives offices abroad

- telemedicine and telerehabilitation

- new business development

Board -1 Position. Reporting directly to Board.

Direct responsibility for first in Poland commercial implementation of  
telemedicine with full range of service

### Plus Bank

Head of Sales, Head of Sales Management Department

marca 2014 - lipca 2014 (5 mies.)

Responsibility for all the sales, Branches Network and retail product  
development. Member of Polkomtel and Plus Bank Steering Committee to  
launch "New Telekom Bank" and sales structure using Polkomtel sales units.

Member of Credit Committee and Chief of Product Committee. Responsibility

for New Business , Business Development and Bank strategy. Board - 1  
Position.Reporting directly to the Board.

Science and Technology Park in Sosnowiec [www.spnt.sosnowiec.pl](http://www.spnt.sosnowiec.pl)  
Deputy Managing Director  
października 2013 - marca 2014 (6 mies.)

Responsibility for managing all the issues within one of the biggest Science  
and Technology Park all over Poland

Zagłębie Sosnowiec / Ice Hockey Team  
President  
stycznia 2013 - grudnia 2013 (1 rok)  
Sosnowiec, Śląskie, Poland

Zagłębie Sosnowiec is an ice hockey club which was established to train and  
teach children and teenagers to play ice hockey. Now it is going to rebuild  
senior ice hockey team in Sosnowiec as Hockey Club Zagłębie Sosnowiec.

[http://sosnowiec.gazeta.pl/  
gazetasosnowiec/1,93867,13753648,Milosnik\\_sportow\\_ekstremalnych\\_pokieruje\\_Za](http://sosnowiec.gazeta.pl/gazetasosnowiec/1,93867,13753648,Milosnik_sportow_ekstremalnych_pokieruje_Za)

PZU  
Head Of Sales  
grudnia 2011 - listopada 2013 (2 lata)  
Katowice, woj. śląskie, Polska

Responsibility for rebuilding sales structure in Silesia Region.  
Best scores and achievements: Best sales results within insurances for  
SME'ever.

PRONFINANCE Consulting contract with Aegon Nederland  
contract with AEGON within PRONFINANCE as a HEAD OF SALES  
listopada 2010 - listopada 2011 (1 rok 1 miesiąc)

Responsibility for rebuilding sales structure in Silesia Region.  
Best scores and achievements: 398 % of quaterly sales aims

Raiffeisen Polbank  
Head of Affluent Banking  
kwietnia 2009 - listopada 2010 (1 rok 8 mies.)  
Warszawa, woj. mazowieckie, Polska

Responsibility for all the sales channels (Network Branches, Direct Sales  
Agents, Internet, cooperation with call centre), responsibility for Product

Management, loans product and bancassurance. Project Sponsor of Affluent Excellence Project, Mass Excellence Project, Front End Project, Strategic Alliance Project, Reporting line: directly to the Member of the Board / 32 employees within led Department /.

Best scores and achievements: new brand „Premium Banking” successfully introduced, rapid increase of gross income within Affluent business line; YoY - 33 %; Loyalty Program Class& Club based on credit card; the best historical score of mortgage sales volume. Reporting directly to the Board. (Board -1 position)

## ING

5 lat 6 mies.

Deputy Head – Retail Sales Management Support, Head of Small Business Line, Head of Private Banking  
listopada 2006 - marca 2009 (2 lata 5 mies.)  
Katowice Area, Poland, HEAD OFFICE

Responsibility for Retail Network Management Support in both aspects : sales and functionality. I invented and launched organizational change based on new small business sales structure – sales teams , revenue increase YoY – 29 %. I was actively involved within most important projects (such as implementation of new Front End – and CRM).

## Deputy of Area Head

grudnia 2005 - listopada 2006 (1 rok)

I managed the group of 42 employees, working within such teams as: Small Business Unit, Retail Banking Unit, Personal Banking Team, Mortgage Loan Team; I was deputy of Retail Area Head in Gliwice.

## Branch Head

stycznia 2005 - grudnia 2005 (1 rok)

I managed the team consisting of 24 employees in the confines of different sections: Small Companies Service, Section of Individual Clients Service, Personal Banking Team, Mortgage Loans Team

Best scores and achievements:

:1st place in a country-wide conquest for the biggest sales of investment funds of ING in the first half of 2003.

# 1st place in a country-wide conquest for the biggest sales of investment funds of ING in the second half of 2003.

# 1st place in the number of sold pre-paid ranking card in Poland in 2003

## Corporate Banking Manager

października 2003 - grudnia 2004 (1 rok 3 mies.)

Świętochłowice, Silesia, Poland

I managed Corporate Banking Sales & service team.

Best scores and achievements: Honorable for the best branch in Poland in selling the loans for SME's within EU/EBRD Finance Facility SME.

## International School of Banking and Finance

Trainer

marca 2001 - lipca 2003 (2 lata 5 mies.)

Trainer for the training programs in the range of banking products, law, public relations and team management

## The Upper Silesian School of Commerce in Katowice

Lecturer

marca 2001 - lipca 2003 (2 lata 5 mies.)

, Lecturer on Post-graduate Studies of PR

## ING

Law Procedures Specialist, Product Manager, Specialist for Medium Size Enterprises

września 1998 - września 2000 (2 lata 1 miesiąc)

I dealt with the analysis of law documents and their influence on banking procedures, creating the banking procedures. As a Product Manager I was managing the banking products like Cash Management, as a Specialist for Medium Size Enterprise I was administrating the credit line from European Bank for Development and Reconstruction in the range of UE/EBRD Finance Facility.

Best scores and achievements:

# As a Product Manager of Cash Management products I implemented to bank's offer the products like: consolidated account, cash collection, products like tailor made for strategic clients of the bank, I co-operated by the implementation of GOBI, SIMP and Direct Payment

# During my work as a Specialist for Medium Size Enterprises (managing the credit line from EBRD) ING Bank won the title of the best Bank (from a few dozen banks taking part I this program) in Europe in selling the biggest number of loans for SME's within EU/EBRD Finance Facility SME

## Legal and Economics Consulting

Vice President

kwietnia 1996 - maja 1998 (2 lata 2 mies.)

I dealt with the direct supervision of the Chief Accountant and the team of accounting service, I was managing the financial means of the company, I was representing the company towards any financial institutions.

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## Wykształcenie

Warsaw University ,Faculty of Management,

Post-graduate study, Accountancy & Taxes (Accountancy Certificate issued by The Ministry of Finance) · (2004 - 2005)

Univeristy of Central Lancashire in Preston (Great Britain)

Master of Business Administration (MBA), economy · (1999 - 2003)

Univeristy of Silesia

Master's degree, Marketing and Management · (1998 - 2002)

University of Silesia

Research Doctorate, Law · (1994 - 2002)

University of Silesia

Master's degree, Law · (1994 - 1999)