

CURRICULUM VITAE

Personal Details

Paweł Harycki



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Education

10.2020 – 06.2021 SGH Warsaw School of Economics

Faculty: Online Marketing Communication

10.2010 – 06.2011 Management and Command Faculty, National Defence University

Faculty: Crisis Management

10.2004 – 06.2009 Department of Philosophy and Sociology, Warsaw University

Faculty: Sociology

Specialization: Marketing (Political Marketing)

Professional Experience

03.2022 – Present Polish Academy of Science (Institute of Fundamental Technological Research)

Position and responsibilities:

Head of Communication

- ✓ **Innovation Coach – support in starting R+D+I (Research, Development and Innovation) activities.** [Innovation Coach](#) is a **flagship initiative** provided by the Ministry of Funds and Regional Policy in partnership with the Institute of Fundamental Technological Research of the Polish Academy of Sciences (IPPT PAN) **aimed at developing innovation in the Polish economy.**
- ✓ **Horizontal Contact Point to the Horizon Europe** for Central Poland ([HCP CP](#))
- ✓ **Center for Research Programmes of the EU** ([IPPT PAN](#) Think Tank)
- ✓ **How effectively implement R&D strategies in Polish Industry?** conference ([6th](#) and [7th](#) edition)

Project team member in:

- ✓ **PREMIERE** ([Preparing multi-actor projects in a co-creative way](#)) – Horizon Europe (HE)
- ✓ Multiple working groups within State Administration responsible for developing a strategy for promotion of R&D initiatives in Polish companies

07.2022 – Present Polish Chamber of Commerce for High Technology ([IZTECH](#))

Position and responsibilities:

Communications Coordinator

- ✓ Central European Technology Forum 2022 ([CETEF'22](#)), Wrocław, Poland
- ✓ Central European Technology Forum 2024 ([CETEF'24](#)), Kraków, Poland
- ✓ Partnerships, events coordination, website and social media

Project team member in: European Digital Innovation Hub of Mazovia ([Mazovia EDIH](#))

08.2011 – 06.2022 The Polish Association of Juice Producers ([KUPS](#))

Position and responsibilities:

Marketing Project Specialist

- ✓ Supervising and implementation of marketing, promotional and Public Affairs campaigns;
- ✓ Responsibility for the entire project cycle: development; preparation of a brief; contractor recruitment - tender competition; supervision of works, schedules and budget; preparation and evaluation of materials; settlements; monitoring and reporting of effects;
- ✓ Development of a strategy and supervision over the execution of promotional activities (in cooperation with external agency) for the series of PR projects on the Polish market, entitled "5 portions of vegetables, fruit or juice" (since 2011) and international campaigns (ATL, BTL, PR) "5 portions of vegetables, fruit or juice" on the Polish and Romanian

market (2011 - 2014) with a budget of 18 million PLN and the project "Juices and mousses - vitamins in a convenient form" on the Polish, Czech, Romanian, Slovak and Lithuanian market (2015 - 2018) with a budget of 25 million PLN;

12.2020 – 12.2023	National Institute of Public Health – National Institute of Hygiene
Position and responsibilities:	Market research consultant responsible for supervising research on the perception of Front of Package Nutrition Labelling
09.2016 – 03.2018	Ministry of Health (Press and Promotion Office)
Position and responsibilities:	Team leader of expert project group responsible for developing of a strategy for prevention of cancer promotion under " National Programme Against Cancer (2016-2025) "
07.2007 – 11.2011	TVP News Agency
Position and responsibilities:	Junior Editor (07.2007 – 03.2010) and Editor (03.2010 – 11.2011) <ul style="list-style-type: none"> ✓ Translation of English-language news service broadcasts within the scope of European Broadcasting Union (EBU) and preparation of the strategy and procedural rules for optimization and improvement of department performance;
02.2007 – 06.2007	„Logic of civil society” Polska – Harvard University
Position and responsibilities:	Researcher <ul style="list-style-type: none"> ✓ Participation in the international research project exploring changes in the expression of civic resistance after the fall of communism, Supervision and coordination of work of the research team.

Training Courses

December 2023	✓ Creation of roadmaps for digital transformation of enterprises (EIT Manufacturing)
July 2022	✓ Facebook Ads, LinkedIn Ads, Google Ads & Google Analytics (Coconut Agency)
September 2020	✓ Online business from vision to customer service (GoCarrots)
April 2017	✓ Brand24-based internet communication monitoring and analysis (Brand24)
December 2016	✓ Lean Manufacturing introduction in production factory (Akademia Umiejętności Maspex)
October 2016	✓ Startup – from idea to financing (iSupport)
January 2014	✓ Investment project management, Soft project management;
January 2014	✓ PMI project management methodology;
January 2014	✓ Prince2 Foundation project management methodology (APMG Certificate);
January 2012	✓ Image Creation in Internet – Sandra Bichl, Troaching Institute;
November 2011	✓ Public Relations in Internet – Maurycy Seweryn WGD PR;
June 2011	✓ Computer Aided Crisis Management Exercises ORKAN, National Defence University, Management and Command Faculty;
December 2010	✓ Corporate Social Responsibility - business management strategy;
December 2010	✓ Public Relations Strategies – Sebastian Hejnowski, Ciszewski PR;
November 2010	✓ Introduction to sales techniques – Tomasz Łysakowski, Sales and Communication Coach

Additional Experience

April 2006 - 2009	Study Club of Sociological Journalism
Position:	Vice President and Journalist
Responsibilities:	✓ Coordination of editorial tasks, preparing and issuing Student Magazine of the Institute of Sociology

Additional skills

English Language:	Advanced
Russian Language:	Intermediate
German Language:	Basic
Computer Skills:	Windows (Microsoft Office), Mac (iWork), Google Workspace, Canva, CapCut, Mailchimp, Wordpress
Driving Licence:	B Category

Personal Interests

Marketing, Media, History
 Consumer Electronics
 Sport (football, long-distance running, squash)