

MARTIN WORECZEK

— BRAND STRATEGIST AND INNOVATOR —

DISCOVER MY PROFILE

in

SKILLSET



I have a deep-rooted passion for shaping human centred and sustainable strategic ideas with the drive to innovate.

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MARTIN
WORECZEK



SKILLSET



EXPERIENCES



EDUCATION

SEYMOURPOWELL

Business Innovation/Strategy
Consultant to CEO

Jan'15 to Aug'15
London, Uk

MISSION

Contribute to business development and internal growth challenges

ACHIEVEMENTS

Develop brand-building concepts from user research/market understanding (market segmentation/landscape, competitive and portfolio analysis) and build powerful client presentations in areas from FMCG to fine dining

SKILLSET

Regent's University (European Business School London)
BA in International Business with Spanish. Major Entrepreneurship

- Relevant courses: Planning a New Venture, Small and Medium Enterprises
- One semester exchange at UCEMA University

ESADE Business School
Master of Science in Innovation and Entrepreneurship

- Relevant courses: Design thinking: Applying Creative Thinking to Generate Novel Solutions, Creating and Capturing Value through Business Models, Social Entrepreneurship
- One-week intensive class on Design Thinking at Aalto Design Factory

Alexandre Dumas High School
Baccalaureate in Economics