

# MATEUSZ ZIELINSKI

## STRATEGY & TRANSFORMATION LEADER

+31629408318 | z.mateusz@outlook.com | www.linkedin.com/in/m-zielinski1 | Amsterdam, the Netherlands

I thrive when complexity clouds direction - designing strategies that restore momentum and grow market share. As a Strategy & Transformation Leader, I've spent nine years helping scale-ups and publicly listed enterprises ship products 20% faster, create a €350M pipeline of new-market revenue, and unlock £21M in annual profit. I pair data-driven insight with people-first change management to turn bold visions into road-mapped outcomes that stick. Targeting corporate strategy roles within tech-led product organisation.

### AREAS OF EXPERTISE

Growth & Market-Entry Strategy	Digital & AI-Driven Transformation	Operating-Model Design
Product & Portfolio Road-Mapping	Go-to-Market & Pricing Strategy	OKRs & Performance Management
Change Management	Portfolio Management	Data-Driven Decision-Making

### PROFESSIONAL EXPERIENCE

**Consultant, Highberg Group** Amsterdam, Jan 2023 - Present  
*Growing boutique consulting firm specialising in digital transformations.*

- Operating Model for Unicorn Defence Scale-Up:** Designed product-domain operating model for a hyper growth hardware company. Defined business-to-product interactions and embedded data-driven prioritisation, highlighting user-centricity while safeguarding company's unique value proposition.
- Software Product Lifecycle Process:** Orchestrated an overhaul of a global medical-hardware company's product lifecycle by aligning 30 teams across the US, Europe & India. Implemented early user validation, SAFe PI-planning, and automated testing to deliver 20% faster releases and a 15% reduction in time-to-market.
- Internal AI-Powered Knowledge Engine:** Defined and led a high-level solution leveraging Azure AI to ingest SharePoint documents and surface best-practice recommendations on demand; managed a cross-functional team through a three-month sprint, reducing decision-cycle times by 15%.
- Strategy-to-Execution Framework:** Led two consultants to design and roll out an OKR/OGSM governance model with strategic roadmaps, capability-building workshops, and QBRs - across five global high-tech clients in four months, boosting strategic time-to-market by 20%.
- Internal Sales Enhancement:** Led a collaborative improvement session with partners and senior consultants to streamline the sales process, leveraging insights from Hubspot and best practices to maximize conversion rates, resulting in a 10% increase in early conversion.

**Freelance Consultant, Smaqu Consulting** Amsterdam, Jan 2021 - Dec 2022  
*Working independently on leveraging my experiences at corporate clients.*

- Strategic Portfolio Prioritization:** Consolidated and re-prioritised 20 product-and-marketing initiatives for a €1 B+ global FMCG client using the OGSM framework, assigning single-leader ownership to sharpen focus and accelerate execution.
- Strategic Process Alignment:** Embedded OKRs and Quarterly Business Reviews across 150 employees, lifting engagement-survey scores 12% in six months by linking day-to-day work to new strategic objectives.
- Employee Survey Implementation:** Deployed a 10-language Qualtrics survey to 5000 staff (81% response rate) and built leader & frontline dashboards that made feedback ownership explicit and actionable.

## PROFESSIONAL EXPERIENCE

---

### Chief of Staff, Fontem Ventures B.V.

Amsterdam, Jun 2019 - Dec 2020

*Global e-commerce scaleup providing nicotine products in the form of vaping devices.*

- **COVID-19 Business Review:** Led a cross-functional assessment of seven business areas - focusing on supply-chain resilience and e-commerce growth for a global vaping company. In just one month designed and launched five mitigation initiatives that diversified suppliers and accelerated the pivot to digital, safeguarding revenue through the pandemic.
- **OKR Governance Implementation:** Introduced an OKR framework and quarterly business reviews with six executive leaders, raising initiative-completion rates 16% within 12 months and tightening leadership focus.
- **New Market Entry Management:** Directed strategy-and-execution work for two EMEA/Asia entries, coordinating a 10-person cross-functional team to reach launch-ready status in six months - positioning the business for a €350 M revenue opportunity by 2025.

### Strategic Project Manager, Imperial Brands plc

United Kingdom, Mar 2016 - May 2019

*4th largest tobacco company in the world.*

- **Global Operating Model Management:** Managed the design of the global operating model for sales and marketing, creating consumer-centric processes, cascading decision-making to frontline employees, and improving profitability by approximately £21M.
- **Workday Implementation PMO:** Tracked the implementation of Workday, a human resource management system, enhancing processes and change management for over 25,000 employees globally and consolidating 100 systems into a single one.
- **Organizational Innovation Initiatives:** Partnered with C-level executives to define and implement six organizational innovation initiatives, improving organizational setup and increasing employee engagement by 5%.

## EDUCATION & COURSES

---

### Growth Hacking Course

Sep 2020 - Dec 2020

*Growth Tribe 12-week program with practical experience.*

- Performance Marketing Strategies and Execution to optimize retention and ROI.
- Digital Marketing Foundations incl. SEO, Google Analytics and Social Media basics.

### Master of Science Finance (Distinction)

Sep 2013 - Nov 2014

*University of the West of England - Bristol, UK*

## ADDITIONAL INFORMATION

---

- **Languages:** English, Polish, Dutch (beginner).
- **Certifications:** Harvard CS50 - Intro to Computer Science (2025), SPC Implementing SAFe 6.0 (2024), APM Project Management Qualification (2018).