



CONTACT

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mobile: 0048 601 429 139

FACTS

- A leader & manager with over 16 years of experience in leading teams of 3 to 30 people.
- I've cooperated with companies such as Sabre, T-Mobile and Google.
- As a speaker, I perform at international conferences (e.g. Lean Startup Days Paris, VC night by Viva Technology, Open Living Lab, Product Marketing Summit London).
- I'm the author of diverse business tools (e.g. Values Poker, Lean Marketing Sprint).
- I'm also a co-author of The LiGHt Book (together with et al. Phillip Zimbardo, Robert Cialdini).
- I share my knowledge and experience as a mentor in acceleration programs (like EIT Digital, Google LaunchPad), and as a lecturer at Tischner European University & WSB University in Gdańsk.
- Part of the ethic advisory & convent at Tischner European University.
- The Best of HR by HR Business Partner.
- Strong Women in IT 2020 & 2021.
- Young leaders mentor: Aga Pałka (ex-Google, Forbes 25u25), Magdalena Błyskosz (NY University in Dubai).

EDUCATION

- Bachelor degree at Management on Tischner University in Krakow. Major: The knowledge & innovation management.
- Certified Business Trainer at BCB Training & Coaching.
- Certified Project Manager (Prince2) at InProgress.
- School of Facilitators at Wsztechnica UJ (course finished, certification in Sept 2022).

Beata Mosór

CEO & Lean Strategist

OPIS

Beata is a serial entrepreneur, co-founder & ex-CEO of Project: People and Project: Values, and CEO of Hermes & Partner cooperatives. Project: People is a lean strategy agency that Beata established together with Joanna Ostafin. The company gained more than 180 clients (a.i. T-Mobile, Google, ING Bank) from 16 countries in just 5 years (2016-2021), has 25 people on board.

EXPERIENCE

NAZWA.PL

NOVEMBER 2006 - FEBRUARY 2011

I started my cooperation with nazwa.pl as a marketing & PR specialist, then I was promoted to the role of senior specialist. Since July 2009 I started to build the PR department as a PR manager, then as a v-ce Marketing & PR Director, I was managing the team of 30 specialists (marketing, design, PR, sales).

VSOFT

MARCH 2011 - NOVEMBER 2013

I was responsible for building and delivering the marketing strategy of the company (role: PR specialist). I also took part in building new FinTech products.

LUNAR LOGIC

DECEMBER 2013 - MARCH 2015

Managing marketing & sales processes as PR & Marketing Manager. Running marketing activities on European and USA markets.

GOOGLE LAUNCHPAD WARSAW

MAY 2015 - JUNE 2019

Co-organization of the Google Launchpad Week accelerator program for startups and support of teams as a marketing & product mentor.

SABRE POLAND

JUNE 2015 - JULY 2022

Strategic support of the Employer Branding field as Senior Communication. I was a part of the Polish Senior Leadership. 2016-2022 - Maternity Leave.

PROJECT: PEOPLE POLAND

JANUARY 2016 - (AUGUST 2022)

I'm a co-founder and ex-CEO of the lean strategy agency offering research, strategy & delivery to their clients. As a co-owner, I'm taking care of financial and long-term strategies.

HERMES COOPERATIVE

OCTOBER 2020 - (DECEMBER 2022)

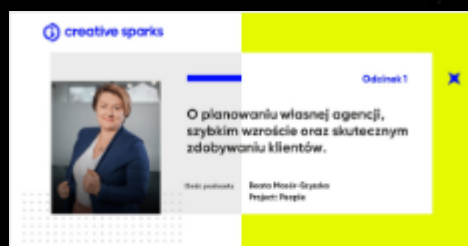
As CEO I'm responsible for operations, finances and people. I also take care of marketing activities of the company.

PARTNER COOPERATIVE

OCTOBER 2020 - APRIL 2022


As CEO I'm responsible for the growth strategy.

INTERVIEWS / ARTICLES



Podcast | Beata Mosór-Szyska o planowaniu własnej agencji, szybkim...

Tomasz Maciąg rozmawia z Beatą Mosór-Szyszką, współzałożycielką agencji Project: People.



Jak założyłam swoją agencję: Beata Mosór-Szyska (Project: People)

Kiedy i jak powstała agencja Project People? Jakie były największe wyzwania przy jej tworzeniu? Kiedy udało się pozyskać pierwszego klienta? Co powinny...



Liderem być - z Beatą Mosór-Szyską

PODCAST

LIDERem być

Watch on YouTube



Be a leader. Be human.

For a bunch of years, we could easily observe the growing trend of servant leadership, turquoise, and no-management companies, Agile and lean...

Beata Mosór

CEO & Lean Strategist

TESTIMONIALS

I have a chance to work with Beata since January 2019.

Beata combines business skills with great people approach, which makes her a truly inspirational leader and manager. Her broad experience in marketing, strategy, PR, management and communications is outstanding and shows me a bigger picture every time I discuss with Beata. We've been working together on several projects, including Project: People's internal processes; Values Poker; designing business, employer branding & marketing strategies for different clients from Poland and abroad; workshops; accelerators; events; digital products... every time it's a pleasure to see how great leader Beata is and what I can learn from her. I wish for every company to have a great leader as Beata is!

GRZEGORZ GÓRZYŃSKI, PROJECT: PEOPLE . HEAD OF STRATEGY

"Beata is one of the rare people who are aware of their talents and are capable of using it for the greater good of others. Very good strategist, fast learner with global mindset capable of realizing great and innovative projects. Self starter and independant expert, focused on the effect and over achieving the goals. I've seen outstanding effects of Beata's work and it's a real pleasure to do something together again.."

EDYTA KORONA, FUTURE HOME

"It was a pleasure to organize very first Launchpad Week in Poland together with Beata. She was a great partner, had plenty of unconventional ideas and was very meticulous project manager. Beata is very well connected in the Polish and regional startup ecosystem, and she was especially helpful in building mentors network."

DAWID OSTROWSKI, GOOGLE

"Beata is one of the most engaged and passionate people I've worked with. She supported hub:raum Krakow Team by preparing the Challenge Up! IoT Accelerator powered by the Intel, Cisco and Deutsche Telekom group. She was an important contributor to the success of the program. Her willingness and great knowledge about the startup and business environment was crucial in terms of building the most unique acceleration & incubation program for startups from the EMEAR region. I had full confidence in that Beata took care of each detail of the curriculum and of the areas she was responsible for. I'm looking forward to further cooperation with Beata. To make it simple: she did an awesome job! And what's more, Beata is an amazing person. I highly recommend her."

ŁUKASZ CIEŚLA, T_MOBILE / HUBRAUM