

Piotr RYBOJAD



PERSONAL DATA

NAME:

Piotr Rybojad

DATE OF BIRTH:

17. 06. 1967 r.

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EDUCATION

2003

DIPLOMA OF MBA - University of Illinois

1998

POSTGRADUATE STUDIES - PLANNING AND MARKETING
- University of Illinois


1997

STUDIUM PUBLIC RELATION
- Lublin Business School

1992

MASTER'S DEGREE STUDIES - ELECTRICAL ENGINEERING
- Politechnika Lubelska.

Two distinctions for scientific results
(I defended my master's thesis as a first in my year).

LANGUAGES: English (fluently) 

Polish (native) 

COURSE OF PROFESSIONAL WORK

I have been successfully managing Polish and international companies for 25 years, and the last 15 years have been related to the construction and development industry. I have worked with industry leaders. In my portfolio you will find housing estates, apartment buildings, office buildings, condo hotels and warehouses, including:

- 100 thousand realised PUM,
- almost 2 thousand apartments,
- 200 thousand ready-to-implement PUM in 20 cities,
- housing estates, apartment blocks, office buildings, condo hotels, warehouse halls.

As a professional, I am able to carry out the entire development process myself, but I also value cooperation with the best specialists in Poland and around the world.

COURSE OF PROFESSIONAL WORK

2019 - CURRENTLY	<p>JF DEVELOPMENT sp.z o.o. CEO of a development company</p> <ul style="list-style-type: none">▪ Conducting 7 housing investments in the Łódź voivodeship.▪ Construction of a prestigious Condo Hotel in Jurata Located by the sea (LIDO HOTEL).
2018 - 2019	<p>WIKANA S.A. Member of the management board of a listed development company</p> <ul style="list-style-type: none">▪ Previously a member of the supervisory board delegated to assist the management board▪ Responsible for improving the organization and effectiveness of the company's operations, reducing costs, and preparing production▪ Sales and marketing development▪ Consolidation of a group of 48 special purpose companies▪ Conducting housing investments in Lublin, Zamość, Rzeszów, Przemyśl, Janów Lubelski and Krosno
2008 - 2018	<p>NORDIC DEVELOPMENT S.A. COO - general director of the development company</p> <ul style="list-style-type: none">▪ Responsible for all operational activities of the 11th largest developer in Poland▪ Implementation of the development strategy developed by its Danish shareholders▪ implementation of 50 thousand PUM and preparation of another 150 thousand▪ Obtaining financing in the amount of PLN 360 million, 7 bond issues and a loan for PLN 60 million▪ The most significant include the construction of a 600-apartment housing estate on the outskirts of Bydgoszcz (3 km from the stop - no road or roadside).▪ Completed and sold within four years during the worst of the Lehman Brothers crisis (Hailed as a bestseller)▪ Construction of the 2 tallest buildings in the city with the highest standard. 55 m high, 16 m in the water on the bank of the Brda River, Base plate - 1.5 m thick, 4500 tons of steel. The first 32-meter prestressed ceiling in residential construction on which 11 floors stood. Introduction to workmanship, filigree, prefabricated staircases, shafts and balconies.▪ 16 special-purpose companies▪ Investments in Bydgoszcz, Milanówek, Rabka, Legnica, Zielona Góra, Warsaw, Elbląg, Katowice and Krakow
2007 - 2008	<p>WIKANA S.A. Sales and Development Director</p> <ul style="list-style-type: none">▪ Development of distribution channels and marketing activities of the investment in 4 cities
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COURSE OF PROFESSIONAL WORK

2006 - 2007

MOSTOSTAL PUŁAWY S.A. Acting Commercial Director

- Preparation and negotiation of 400 commercial contracts with investors, suppliers and subcontractors
- Supervision over the preparation of offers
- Planning and analysis of budget execution
- Control of financial settlements with contractors
- Marketing activities planning

2001 - 2006

EKOPLAST KWIATEK SP. Z O.O. Managing Director and then Chairman of the Board of the joinery factory (PCV and Aluminium)

- Participation in 150 public procurement tenders per month
- Second place in the country in the implementation of budget investments
- Opening of own retail network and 200 dealers in south-eastern Poland
- Achieving a 40% year-on-year sales increase for four consecutive years
- Start of export sales
- Carrying out ISO certification for design, production and sales.
- 60 employees working in a 2-shift system on 40 automatic machines, including CNC
- During the season, work is in continuous motion
- Production efficiency measurement
- Introduction of a performance-based motivation system
- Obtaining 5 times European funds for investments in new machines and means of transport
- Launched as one of five PVC profile lamination companies
- Launch of production of metal anchors for joinery assembly
- Organization of production, setting up machines, technological lines, creating your own service
- Relocation of the plant to the new premises and continuation of production within 24 hours
- Negotiating and obtaining 30% lower purchase prices for production materials

1999 - 2001

ŻAGIEL S.A. Plenipotentiary of the president for trade

- Developing marketing plans and strategies for new products and new sectors of interest of a development company selling consumer loans, insurance, training, consumer electronics and household appliances

COURSE OF PROFESSIONAL WORK

1998 - 1999	<p>CHAIN OF SUPERMARKETS - SUPER EDEN SP. Z O.O. President of the management board</p> <ul style="list-style-type: none">▪ A chain of 40 supermarkets and grocery stores▪ At that time, it was the 96th largest company in the country▪ 650 people employed▪ 80 thousand assortment▪ Consolidation of four companies into one retail chain▪ Centralization of all organizational units of the merged companies▪ Reorganization, cost reduction by 30%▪ Introduction of cost budgeting and sales planning▪ Rebranding▪ Cooperation with tenants, trade negotiations with 800 suppliers, leaflets, promotions, competitions
1994 - 1998	<p>CITY PROMOTION OFFICE AT THE LUBLIN CITY HALL Head of Office</p> <ul style="list-style-type: none">▪ I won the competition for this position by developing a concept of city marketing based on the assumption that the city is a product. These are the beginnings of marketing in Poland▪ Responsible for creating the city promotion department, developing and implementing annual marketing plans▪ Development of contacts with 13 partner cities▪ Organization of 400 foreign trade missions▪ Development of mission, vision, marketing strategy, SWOT analysis, publishing activities, foreign scholarships, exchange of students, teams, exhibitions, competitions for schools and residents. Development of a brand concept, promotion of the slogan "I Love Lublin"▪ Cooperation with business, cultural, artistic and educational institutions around the world
1992 - 1994	<p>MULTICO S.A. Specialist in the foreign trade office</p> <ul style="list-style-type: none">▪ Responsible for searching for new distribution channels on world markets for Multi Vita mineral water▪ Assistance in importing materials for the production of PET bottles in the Company's own plant
IN THE PAST	<p>MEMBER OF SUPERVISORY BOARDS OF LISTED COMPANIES:</p> <ul style="list-style-type: none">- Wikana,- Kredyt Inkasso,- Sanwil <p>DURING STUDIES WORK AT:</p> <ul style="list-style-type: none">- Spain,- England,- USA

SKILLS

- analytical and synthetic thinking about the company's affairs, combining matters of all departments,
- recognizing the company's vision in the future market, creating competitive market strategies,
- innovative thinking and the ability to work under time pressure as well as financial pressure,
- I'm building teams that achieve success thanks to the maximum commitment and diligence of team members who believe in a common goal and are proud of their work and the company,
- defense of the company's affairs in courts and offices,
- cooperation with banks, funds and financial institutions,
- negotiation and strategic skills, dispositionality.

COURSES AND TRAINING

„Finance for non-financiers”
„Stress management”
„Effective persuasion”
„Construction investment management and legal security”
„International Project Finance”
„PR External and internal communication”
„Building consortiums”
„Technology Management”
„Negotiation training”
„Real Estate Sales Academy”

NOT course and others in the field of occupational health and safety, ergonomics and fire protection for management staff In the field of protection of classified information.

Certificat of Merit awarded by the International Red Cross Organization for social work as a volunteer at EXPO 1992 in Seville, Spain.

REFFERANCES

Belonging to the group of managers distinguished with the award „Gazele Biznesu”
Numerous mentions and articles in the press and industry magazines

INTERESTS

Skiing, sailing, mountaineering, antiques, gardening, books, DIY