

Anna Pawlak-Kuliga

PROFILE:

Authentic leader with strong transformational, strategic, skills with a proven track record of establishing, transforming and managing company businesses in Asia, Europe and Pacific and Africa.

Strategic, agile thinker with the ability to focus on the future needs of the organization and the multi markets with a strong involvement in the day-to-day operation. High ability to act as an initiator of change.

Energy and drive for developing strong customer relationships by understanding customer needs, aspirations and dreams by creating customer centric culture.

Passion for growing people & business together to deliver sustainable and profitable growth. Proven success as a decision-maker in collaboration with environment of multiple direct and indirect reports throughout the complex organizations on global and market level by strong engagement.

Ability to inspire people to see possibilities and to create togetherness. Big ambassador of inclusive work environment and sustainability.

UNITED KINGDOM:

2024 – Present

President, International - Avis Budget Group

(Fortune 500 company, 12 bln USD revenue, 24.500 employees, operation at 180 countries, 10.250 locations)

Overall responsibility for leadership of the Company's international region, which includes Europe, the Middle East, Africa (EMEA), Asia, Australia and New Zealand. Leading the transformation of the global mobility solutions, operated through the well-known car rental brands Avis, Budget, Apex, Payless as well as the car-sharing service Zipcar.

SWEDEN/NETHERLANDS:

2022 – 2024

Global CFO IKEA Retail

(42 bln EURO revenue 177192 co-workers, 482 IKEA stores, shops and planning studios across 31 countries, 680 million customers at IKEA locations and 3.8 billion visits at IKEA.com.

Overall accountability of the health the company and its deliveries towards financial, social, sustainability and consumer value creation goals. Chair and board member of several group companies and committees on global level. Board Member of many countries worldwide. Co-leading the transformation of the operating business model across value chain enabling full end to end digital transformation. Transforming investment strategy with omnichannel profitable growth in focus across the company.

2023 – Present

Supervisory Board Member at Netguru

Netguru is an European digital acceleration company founded in 2008. Netguru builds digital products that let people do things differently – offering digital acceleration tools, resources and know-how to companies of all shapes and sizes across industries. Netguru have clients from all continents and have 500+ employees.

CHINA:

2018 – 2022

CEO and PRESIDENT of IKEA Group China

(48 legal entities in China market of Ingka Group companies, 14.000 employees 2.2 bln EUR turnover. Retail operations incl digital hub, fulfilment network, shopping centers, mix use developments, procurement, shared services, business development centers).

Transforming IKEA Group companies across China market from pure cash and carry organization towards the omnichannel trendsetter for IKEA group worldwide. Building the new strategic business model designed for China market. Establishing first in the world omni-channel ecosystem beyond IKEA ownership with cooperation of Alibaba Group on Tmall, Tencent Group on Wechat Opening new store formats with first ever worldwide Store of the Future in Shanghai, while repurposing other assets. Setting up first Digital Hub in China. Establishing future fulfilment network.

Steering Committee Member for Global forums IKEA companies on the Global level and coach for other IKEA markets across the world.

2020 – 2022

Executive Committee Member at European Union Chambers of Commerce in China

As the independent voice of European business in China, advocating for the greater market access and improving operating conditions for European companies.

2022 – Present

Executive Education Advisory Board Member of MBA studies at Kozminski University in Poland

Advising and supporting educational programs for the current and future executives and helping to establish relationships between relevant stakeholders to contribute to optimal education for students.

POLAND:

2016 – 2018

CEO IKEA Poland

(3 legal entities, 5000 employees, 1 bln EUR turnover, retail operations, windfarms, property management).

Leading IKEA Poland towards multichannel retailer from cash and carry model. Opening 2nd world market IKEA.com. Transforming organization and processes across the company businesses. Building new governance structure including new competences for the future retail – being test country for IKEA Group. Managing Real Estate portfolios. Co-leading product development for Europe market. Enabling IKEA Poland to become energy independent by investing in Windfarms. Member of the Global Steering committees related to the new store formats and new ways of market penetration.

2016 – Present

Member of the Program Council at United Nation Global Compact

Advocating for mobilizing a global movement of sustainable companies and stakeholders to create the world we want.

2016 – 2018

Supervisory Board Member IKEA Centers Poland S.A.

2012 – 2018

Management Board Member IKEA Property Sp. z o.o.,

Supervisory Board Member IKEA Distribution Services South and East Europe S.A.

2013 - 2016

CEO Deputy IKEA Poland

Leading full commercial agenda for all IKEA Poland companies. Setting up new organization with customer centric approach as the prerequisite for the multichannel transformation. Securing development and implementation of the new market plans from product design, market communication to consumers, developing new customer meeting places. Setting up first Contact Center. Securing people agenda, risk agenda and brand agenda and harmonizing it with all legal entities.

2011 - 2013

Management Board Member IKEA Poland

Country Business Navigation Manager – Managing financial indicators across the IKEA companies. Leading the Business plan processes and navigating the country operational performances across companies. Establishing financial strategies and securing its execution. Securing right returns from the investments for the commercial plans, expansion plans and people agenda. Enabling new business opportunities eg. IKEA Business.

UNITED KINGDOM:

2008 – 2011

Business Navigation Manager for UK&IE

(2,3 bln EUR turnover 11.000 employees)

Business Navigation Manager – Managing financials across the London Store then Region of UK&IE. Leading the business plan process, securing right returns from the investments for the commercial plans, expansion plans and people agenda. Enabling new business opportunities including the launch of first ecommerce www.ikea. Safeguarding and steering the right investments related to IKEA long term development.

2005 – 2008

General Manager roles in retail and real estate sector in UK.

POLAND:

1996 – 2005

Various roles in Poland mainly in retail and financial sector during and just after studies.

EDUCATION

2002

Adam Mickiewicz University, Poznan, Department of Law and Administration, Master