



Beata Porowska

C-level Executive with over 25 years of experience in managerial positions in the areas of strategy, business development, and sales and marketing in leading global FMCG companies in the: food, cosmetics, personal and household care sectors.

Beata has extensive experience in the following areas: creating and implementing complex business strategies, including Go-to-Market, category and revenue growth management, operational efficiency optimisation, building and developing the organizations and teams, leading business and organizational integrations after acquisitions.

She has held positions such as: board member, member of the Global Sales Leaders Council, group sales director at Nestle Polska, Alima-Gerber (Novartis), managing director AFH at Kraft Foods Polska, brand manager at Estee Lauder Poland, and business development manager at Procter&Gamble Operations Polska. Beata managed large sales teams and multifunctional teams. In recent years, she served as the CEO of DESA Modern. Mentor at the Vital Voices, BNP Paribas Bank Polska and Business Leaders Foundation. She was recognized in the top 10 of Rzeczpospolita 2014 "Rising Stars of Business" ranking.

A graduate of the Faculty of Law and Administration at the University of Warsaw, she holds a master's degree in law. Beata has also completed postgraduate studies in Art Market Management at the Faculty of Management of the University of Warsaw, postgraduate studies in Professional Supervisory Board at the Kozminski Academy in Warsaw, and numerous managerial programs, including the Business Executive Management and Oxford Strategic Marketing Building Winning Brands. She is a member of the Association of Independent Non-Executive Directors.

An enthusiast of contemporary art and design, patron of the arts, and an avid traveler.