

# Paul Szymański

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## PROFESSIONAL SUMMARY

Internationally-minded professional, working in Europe and North America. Extensive experience as a trusted advisor to several Fortune 500 CMOs and Executives. Passionate about building global brands. Driven, dedicated, and highly detail oriented.

## EXPERIENCE

**AKQA**, remote/Miami  
*Client Partner*

December 2021 – current

- Managing the Verizon Account comprising a team of 75 people, and 45 yearly projects
- Creating a brand strategy and brand positioning for a \$73B portfolio of brands, including market leading telco providers
- Spearheading the future vision for Verizon's Visa Card, and Loyalty Programs

**R/GA**, remote/Los Angeles  
*Group Director*

June 2018 – November 2021

- Managed a \$15M portfolio of global brands – Ally Bank, PepsiCo, Walmart, Frito-Lay, Hot Wheels, Facebook
- Led Ally Bank's 2021 digital and social strategy, national brand campaigns, and a new brand strategy
- Spearheaded the US go-to-market of 3 PepsiCo brands - product launches, full rebrands, social media campaigns, TV, experiential
- Managed Hot Wheels' global product launch campaign from idea to execution (Hot Wheels id)

**POP**, Seattle  
*Senior Director*

March 2017 – February 2018

- Built and led the Luxury Client Portfolio – BMW, Home Depot, TCS World Travel, Brooks, Blue Origin (Jeff Bezos' Space Exploration Company)
- Led TCS's 5-year digital transformation – rebranding, global strategy, website build, e-commerce, virtual/augmented reality, community growth
- Managed BMW's website build, app development, brand positioning, market growth strategies, and product launches
- Drove Home Depot's innovation through virtual, mixed, and augmented reality initiatives for new store launches and events
- Spearheaded Jeff Bezos' Blue Origin brand refresh across web properties, social media, e-commerce, and virtual reality

**PRISM Team**, Los Angeles.  
*Director, Digital Marketing*

May 2016 – February 2017

- Set up and co-managed the Santa Monica office (with a focus on global digital AORs for luxury brands)
- Built a network of agency relationships with California based WPP agencies, and established partnerships to generate new group revenue
- Led US new business pitches as Digital Director, as well as managed the UK digital team out of London, England
- Managed day to day business on Aston Martin Global, Infinity US, Ford, Alcantara Global
- Spearheaded digital strategy on Ford Americas (collaborating across PRISM Europe and US offices, and WPP's GTB Detroit Agency)

**POSSIBLE**, London/Los Angeles  
*Account Supervisor*

March 2013 – April 2016

- Managed Madison Square Garden, PCF (cancer foundation), Canon, NetJets, Smith & Nephew, Roche
- Oversaw PCF's creation of new brand, new brand strategy, website design and build, broadcast projects, TV ads, and social media
- Led the creation of Canon Europe's first iPad app, and Smith & Nephew's first e-learning platform (online education portal for surgeons)
- Managed the design and build of NetJets High Net Worth Individual App and the NetJets Concierge App
- Led Roche's digital transformation strategy and execution for Europe

**NWP Creative**, London  
*Account Manager*

February 2012 – March 2013

**Meltwater Group**, London  
*Account Manager*

August 2010 – January 2012

**RH Consultants (through SIFE)**, London  
*Account Executive*

May 2008 – May 2010

## EDUCATION

**University of London, Royal Holloway School of Management**  
*MSc International Management (MBA Accredited, magna cum laude)*  
*BSc Management with International Business, magna cum laude*

May 2010  
May 2009

## ACHIEVEMENTS

- Harvard's Negotiation Mastery Program
- Harvard's Negotiation Course (part of WPP's Executive High Individual Potential Program)
- Business Law Certificate – Oxford Institute of International Law, Executive Education
- Won the Ernst and Young Pitching Competition at Royal Holloway, University of London
- Swim Team GB Olympic Prospect (Beijing Olympics)
- University of London STARS (Student Talented Athlete Recognition Scheme), Full Scholarship recipient
- President of Toastmasters International Youth Leadership Club at SHAPE (Supreme Headquarters of Allied Powers in Europe)