



# Meet the management

Introduction to people in the company

# **Piotr Korzeniowski**

## **Chief Executive Officer**

at Piwik PRO

Piotr is an econometrics and finance person by trade. As an executive with a background in AdTech and MarTech, he successfully ran a software development company until 2021.

Piotr has spent the last eight years at Piwik PRO, building one of the best enterprise analytics companies on the market.

He is also a lecturer at Kozminsky University in postgraduate courses on internet marketing.



# Mateusz Krempa

## Chief Operating Officer at Piwik PRO

Mateusz is a Warsaw School of Economics graduate with over eight years of management experience.

He is responsible for the optimization of revenue streams and oversees everything related to the existing business portfolio, including customer service and account management.



# Kristian Humle Lauritsen

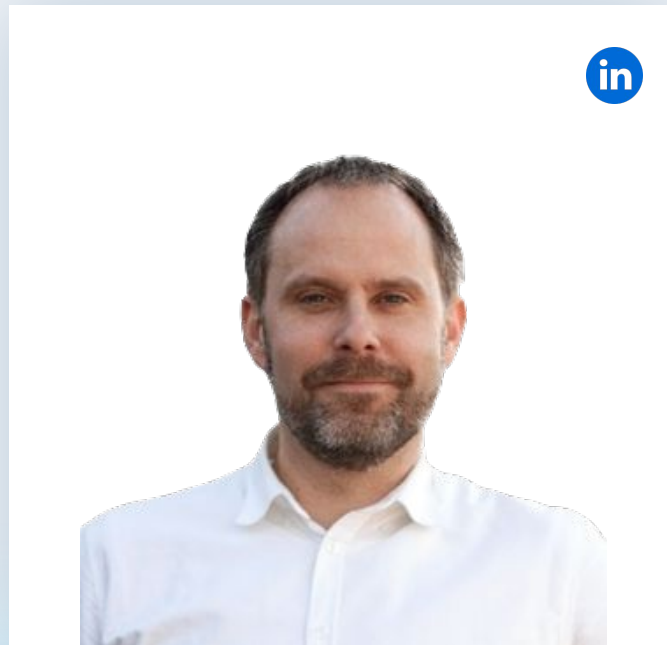
## Chief Product Officer

at Piwik PRO

For over 20 years, Kristian has worked in various capacities, including client-side, consultancy, and software development.

With Cookie Information, he expanded an internal product and development team, turning a single product into a varied portfolio of multiple products.

He is now using his knowledge and experience to enhance the Piwik PRO Analytics Suite platform.



# Kuba Bomba

## Chief Technology Officer at Piwik PRO

Kuba specializes in analytics and MarTech and uses his strong technical background to excel in them. He started his career as a software engineer, then transitioned to a management role.

As a Chief Technology Officer, Kuba is responsible for overseeing and improving the development of Piwik PRO Analytics Suite and his overseeing the optimization of technology use in the organization.



# **Tomasz Siewieja**

## **Chief Financial Officer**

at Piwik PRO

Tomasz has a strong background in finance, holding a master's degree from Wrocław University of Economics.

He acquired his expertise from working in various positions within the Big 4 companies and software houses, including those involving global finance.

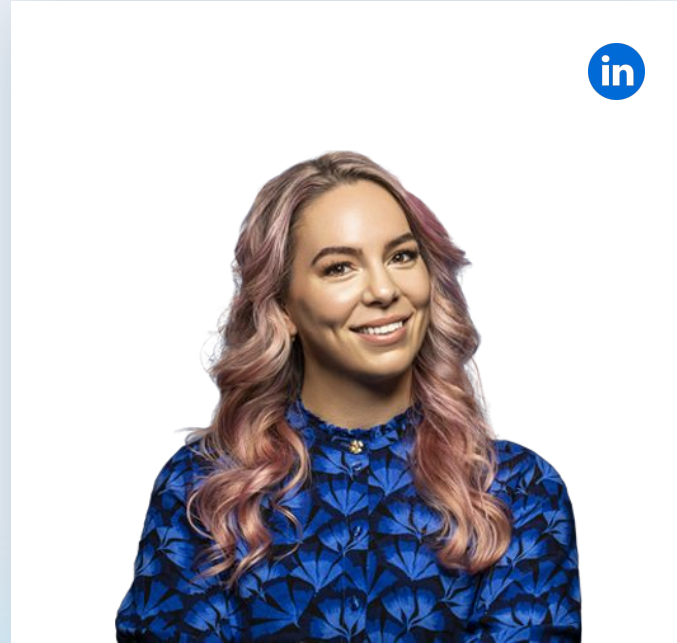


# Lisette Meji

## Data Protection Officer at Piwik PRO

A privacy expert with almost a decade of experience. For Lisette, privacy laws present many possibilities for running an innovative and creative business.

As Data Protection Officer at Piwik PRO, she helps the company apply the best data protection principles and benefit from a privacy-first approach.





# Maciej Zawadziński

## Advisory Board Member at at Piwik PRO

Maciej is a serial entrepreneur and angel investor with a background in AdTech, MarTech, and online privacy. Over the last 15 years, Maciej has built and scaled several companies, including Piwik PRO. As its CEO, he grew the company from €0 to €10M ARR.

He is currently developing Next New Ventures, a fund specializing in scaling B2B SaaS products and IT services companies.





# Magdalena Pawlitko

## Head of Global Sales at Piwik PRO

Magdalena has been in IT sales for nine years, working with companies from highly regulated industries such as finance, healthcare, and government.

As a Head of Global Sales at Piwik PRO, she mentors the team and educates prospects on balancing effective data collection and privacy compliance.



# **Dominika Gruszkiewicz**

## **Head of Marketing** at Piwik PRO

Dominika is a digital marketing expert with a background in content, marketing automation, email marketing, project management, and a strong analytical mindset developed through her years of working at Piwik PRO.

As the Head of Marketing, she is responsible for leading the team, and positioning the Piwik PRO brand, as the preferred choice for analytics solutions over big tech companies.



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