**Piotr Adamski**

11 The Osiers, Leicester, LE3 2XN

tel. +44 7849778241

mail@piotradamski.com

[www.piotradamski.com](http://www.piotradamski.com)

password: piotradamski



Senior Product & Innovation expert

An accomplished Product, Innovation and Change Management professional with a strong Commercial background. 20 years of experience in building product strategies and roadmaps, inspiring teams and individuals and making digital transformation a reality.

Self-driven, energetic and entrepreneurial with genuine passion for leading customer-centric, scalable and data led concepts.

 Believer in growing businesses through transformation and innovation.

**Core professional competencies include**

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| --- | --- |
| * Product Strategies & product development – roadmaps, Agile methodology, go2market, NPD and R&D, planning, content, scalability, UX
* Data analytics – quantitative & qualitative research, data warehouse analysis, machine learning
* Digital transformation, change management - planning, implementation, execution
* Marketing – digital, traditional, content, multi-channel
* Unorthodox approach to problem solving

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## WORK HISTORY

***Kuoni Global Travel Services (part of JTB Group)***

January 2019 – February 2021

**Head of Product Development & Innovation**

Member of Global Leadership team. In charge of setting up Product & Commercial Department and leading a digital transformation piece across the global business.

Architect of a new Product & Innovation Strategy – apps, platforms, data analytics revenue management.

Leading various work streams (Product Development & Innovation, Digital Channels, customer and user Experience, Supplier Relations, Revenue Management) within the Tricast digital transformation project.

**Some outcomes**

Profitability

Introduction of new innovative products, content and marketing strategy combined with data analysis, new revenue management processes and overall digital and physical product transformation turned around a loss-making business producing over 2M Euro profit.

Change management

Successful implementation of new product concepts and digital transformation. Internal approval rate of over 60% and customer satisfaction ratio between 82% to 90% across various source markets.

Marketing, data and digital

Creation of cost-effective and engaging new content to support new concepts and products resulting in conversion rate increase by over 120% in some markets.

Introduction of new app with adoption rate of 68% in first six months.

Introduction of a new analytics department allowed me to spot and stop margin erosion, contributing to overall positive financial result.

***Wendy Wu Tours (fixed term)***

July 2018 – Jan 2019

**Head of Product**

Defining and executing on product vision, strategy and roadmap

Driving product launches internally and externally with the marketing team

Shaping WWT Global product strategy in order to drive the product, pricing and tactical promotions for the UK and Australia office.

Successfully implementing digital transformation of the department, introducing new system, processes and software in order to deliver efficiencies, growth, innovation and employee engagement.

Launch of a new WWT B2C website and a booking engine.

***Back-Roads Touring, Topdeck Travel (Part of the Flightcentre Travel Group)***

Mar 2016 – June 2018

**Head of Product & Data Management**

Work with the leadership team to create a product strategy based on data and research:

Building the product vision and creating a roadmap that employs technology, great UI, analytics, and product marketing to unlock growth.

*TUI AG (Thomson, First Choice)*

June 2015 – July 2018

**Group Contracting Manager**

*All Leisure Travel Group (Travelsphere, Just You, Page & Moy)*

Apr 2006 – June 2015

**Product Manager**

QUALIFICATIONS

* Educated to degree level at University of Szczecin (MA in Politics)
* Professional Diploma in Marketing (Chartered Institute of Marketing Cambridge)
* A wide range of management courses attended, including
* Agile Project Management in developing user centered platforms
* Institute of Leadership Management
* Change Management during digital transformation

PERSONAL

* Date of Birth: 30 July 1979
* Nationality: Polish (UK residency)
* Married, two children
* Passion for travel, writing and staying fit