

**Malgorzata Bednarek**, CEO and director of sales strategies department in Migomedia - one of the leading interactive agencies in Poland. She is a graduate of the prestigious English-language studies at Warsaw University and holds an MA in International Economics.

She has studied modern marketing strategies and e-marketing tools as well as the factors affecting the effectiveness of advertising in the United States and Denmark. Her concepts aim to create efficient solutions and achieve business targets i.e. sales growth, market share and recognition. She conducts trainings for departments and directors of marketing and management.

She is the author of many articles for trade publications including the Harvard Business Review.

