

PATRYCJA GAŁĄZKA-STRUZIK

CHIEF MARKETING & DIGITAL OFFICER

An international media leader with a strong marketing and digital foundation, I combine brand-led growth with operational discipline to drive audience, revenue, and organizational performance. Known for embracing complexity, constructive challenge, and innovation, I thrive in transformation environments and continuously develop teams, processes, and capabilities to support sustainable growth.

EDUCATION

MA in International Business and Economics

Cracow University of Economics,
Cracow | 2013

**BS in Applied Linguistics,
Specialization in Public Relations
and Political Communication**

Tischner European University,
Cracow | 2011

SKILLS PROFESSIONAL

Vision Setting & Goal Orientation

Strategic Planning

Crisis and Risk Management

Cross-Functional Leadership

Change Management &
Transformation

Culture Building

Brand Building

Digital

Data-Driven Storytelling

Strategic partnerships

PROFESSIONAL EXPERIENCE

Chief Marketing & Digital Officer

Kino Polska TV S.A. | May 2024 – Present

Led international brand and marketing strategy across 69 countries with portfolio of 55 linear channels and digital platforms, with a strong focus on brand building, audience growth, and content positioning. Drove sustained linear channel viewership growth through high-impact 360° campaigns, brand governance, and locally relevant execution, strengthening the commercial value of the channel portfolio.

Partnered closely with distribution, affiliate, and ad sales teams to support revenue growth by enhancing brand equity, audience demand, and market positioning across territories. Played a key role in executive decision-making, organizational leadership, and long-term business strategy.

Marketing & Business Development Director

Kino Polska TV S.A. | October 2021 – May 2024

Led the company’s strategy in Poland, aligning channel distribution, advertising, and digital activities to drive revenue growth across a portfolio of 12 linear channels. Oversaw brand and original content positioning, audience growth, and operational excellence while supporting business development and organizational transformation.

Marketing Director

Kino Polska TV S.A. | October 2020 – October 2021

Led multi-brand portfolio management for 12 TV channels, overseeing communications, digital, and creative teams while contributing to long-term business strategy and growth initiatives. Drove organizational and process transformation, supported commercial development and new channel launches, and aligned marketing execution with programming, production, and distribution to deliver strategic outcomes.

General Brand Manager

Kino Polska TV S.A. | May 2020 – October 2020

Supported brand strategy and campaign execution for TV channels, coordinating on-air, digital, and PR activities to promote content and build audience awareness. Collaborated with internal teams and external agencies to deliver campaigns aligned with programming priorities and commercial objectives.

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LANGUAGES

Polish | native

English | fluent

Spanish | intermediate proficiency

PROFESSIONAL EXPERIENCE cont.

Marketing Manager Western Europe

BBC Studios | October 2019 – May 2020

Led the refresh of the BBC First Benelux brand identity, with the primary objective of diagnosing performance issues, reversing audience decline, and driving renewed channel growth through a targeted three-month drama campaign. Repositioned the Social Media strategy and implemented new CRM solutions to strengthen engagement, retention, and overall brand performance.

Marketing Manager CEMA

BBC Studios | December 2017 – October 2019

Oversaw all marketing activities for the BBC Studios brand in Poland across a portfolio of five channels and digital platforms, developing annual marketing strategies, managing budgets, and leading data-driven target and KPI setting. Delivered high-volume 360° campaigns across factual, drama, entertainment, and natural history content, partnering with affiliates, advertisers, media, and London-based creative, marketing, programming, and brand teams to drive audience growth and brand performance.

Marketing Assistant CEMA

BBC Studios | December 2015 – November 2017

Contributed to marketing strategy execution through coordination of global and local ATL campaigns, events, and client deliverables while managing creative agencies, budgets, and SAP processes. Worked closely with PR, Programming, Commercial teams, and London HQ, supporting digital platforms, content localization, and day-to-day marketing operations.

Personal and Team Assistant Poland

BBC Studios | May 2014 – November 2014

Personal Assistant to the General Manager and VP Poland, acting as the primary liaison with London headquarters while overseeing Warsaw office relocation and daily office operations. Managed HR processes, recruitment, tenders, supplier negotiations, financial and legal administration, and provided cross-functional support to marketing, PR, and executive communications.

Team Assistant

Samsung R&D Center Poland | January 2013 – May 2014

Led process improvement initiatives, developing procedures, presentations, and management reports, oversee asset inventories. Collaborated closely with global Samsung R&D teams and organized internal initiatives to support operational efficiency and employee engagement.