

HUBERT MARCZAK

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<https://www.linkedin.com/in/bizhubs/>



PROFILE

Strategic Business Development professional with over 12 years of experience in managing high-impact international partnerships, licensing, and global publishing strategies within the gaming sector. Proven track record of owning the full partnership lifecycle, from initial lead generation and qualification to complex contract negotiations and long-term relationship management.

EXPERIENCE

Senior Business Development Manager

Triple Espresso, Warsaw
November 2024- still

- I am currently leading the global business and publishing strategy, focusing on high-impact partnerships that increase brand reach across international markets.
- I am managing the end-to-end partnership lifecycle, from identifying strategic crossover opportunities to handling complex contract negotiations and execution.
- I am building and maintaining long-term relationships with global publishers and platform partners, ensuring our brand grow steadily.
- I am collaborating closely with internal teams, including Legal and Marketing, to align our partnership goals with the overall company strategy.
- I am integrating AI tools and automated workflows to speed up lead qualification and improve the efficiency of our cross-functional projects.

Senior Business Development Manager

Techland, Wroclaw
October 2016 - August 2024

- I was managing external development partnerships for AAA titles, overseeing vendor selection, contract negotiations, and milestone alignment—secured 20+ strategic partnerships.
- I was overseeing the entire deal process, from initial pitching and structuring commercial terms to final signature and post-launch evaluation.
- I was leading the strategy for transmedia licensing, successfully bringing gaming IP into the board game and tabletop market.
- I was driving internal decision-making by preparing detailed business cases and partnership recommendations for senior stakeholders.
- I was collaborating with product and marketing teams to tailor messaging for technical audiences, optimizing sales enablement materials.
- I was consistently exceeding annual revenue targets by identifying new revenue streams and expanding into untapped international industries.

EDUCATION

MBA Digital Transformation and Artificial Intelligence

Kozminski University
March 2026 - ongoing

Master in International Business

Wroclaw University of Economics
October 2009 – June 2014

NOTABLE PROJECTS

Dying Light Franchise:

Managed international partnerships and licensing.

Copa City (Current):

Global sales and publishing strategy development.

Dying Light The Board Game:

Transmedia licensing success.

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SKILLS

Global Sales Strategy & Execution:

Designing and implementing comprehensive sales plans across diverse international markets.

Strategic Outsourcing & Vendor Management:

Orchestrating external development workflows, mitigating risks, and aligning vendor deliverables with internal production milestones.

Transmedia

Delivering projects across multiple platforms.

Business Development & Growth:

Identifying and capitalizing on new revenue streams and market opportunities.

International Partner Management:

Building and nurturing relationships with distributors, publishers, and key stakeholders across regions.

Contract Negotiation & Deal Closure:

Securing strategic partnerships and high-value agreements.

Market Analysis & Forecasting:

Utilizing market insights to drive strategic decisions and revenue projections.

Client Relationships & Liaison:

Acting as a bridge between client needs, internal product development and facilitating implementation.

CERTIFICATES

AgilePM® Foundation (APMG International):

Project Management Certification

Google and SGH University:

Use of AI in Business Development

OTHER EXPERIENCE

Finance Professional

Credit Suisse & Bank of New York Mellon, Wrocław, Poland 2013 – 2016. Conducted financial due diligence and client relationship management for international accounts, honing skills in stakeholder engagement and deal structuring.

TECHNICAL STACK

Sales & CRM

- Salesforce (Pipeline Management, Forecasting)
- HubSpot,
- LinkedIn Sales Navigator

Automation & AI

- n8n (self-support workflows)
- ChatGPT
- Claude
- Perplexity AI
- NotebookLM

Analytics

- Power BI
- Microsoft Excel
- Google Analytics

Project Management

- Confluence
- Jira
- Asana

Collaboration

- Google Workspace
- Slack
- Canva