



GRABOWSKI Grzegorz



CURRENT POSITION: Associate Lecturer, Member FABIZ Advisory Board

AFFILIATION/DEPARTMENT:

ORCID RESEARCHER ID:

URL FOR PERSONAL WEBSITE:

LINKEDIN PROFILE: <https://www.linkedin.com/in/grzegorz-grabowski-a5118ba/>

EMAIL: g.grabowski@maspex.ro

PROFILE

With almost 20 years of solid experience in the Eastern European FMCG industry, I have established myself as an experienced and innovative leader capable of successfully managing complex organizations across multiple international markets.

Possessing excellent leadership skills, I have demonstrated competence over the years by coordinating companies in four international branches, bringing value by optimizing operations and achieving strategic objectives. A follower of collaborative management, I have led numerous complex projects with multifunctional teams, integrating diverse expertise to generate effective solutions and tangible results. Experience includes working closely with company representatives from diverse cultural backgrounds, from which I gained a deep understanding of cross-cultural dynamics and a remarkable ability to build lasting partnerships. Also, throughout my career, I have played key roles in international takeovers and mergers, managing complex processes and ensuring smooth transitions that increased organizational value; I am an active experienced member of supervisory boards (DRS RetuRo and FIC operator).

This impressive portfolio of achievements reflects not only technical expertise, but also a commitment to excellence, innovation and sustainable growth in a competitive global business environment, values that I pass on to new generations of business leaders.



EDUCATION

Habilitation	2013 - 2014 Master of Business Administration (MBA), Leadership in Global Organizations - HEC Paris Business School, France
Post-Doc	-
PhD (Doctorate)	-
Master	2006 - 2008 - Master's degree, Finance, General Master's degree, Finance, General - Faculty of International Economic Relations, Bucharest Academy of Economic Studies (ASE), Romania
Bachelor	2002 - 2006 - Bachelor's degree, Business Administration - Faculty of International Economic Relations, Bucharest Academy of Economic Studies (ASE), Romania

PROFESSIONAL TRAINING

January 2022 - Present - General Manager Maspex - Romania, Hungary, Bulgaria and Moldova.

Responsible for Business Unit Romania, Hungary, Bulgaria and Moldova.

Maspex is a leading producer of noncarbonated beverages (JNSD, Water, Ice Tea and energy drinks), coffee mixes, salty snacks and spirits (vodka). Main brands in portfolio: Tymbark, Top Joy, Apenta, Queens, Tedi, Kubu, Bucovina, Tiger, Nestea, La Festa and Salatini.

Our recent addition contains spirits brands like Żubrówka, Soplica, Royal and others from CEDC International portfolio.

Responsible for Business Unit Romania, Hungary, Bulgaria and Moldova. Maspex is a leading producer of non carbonated beverages (JNSD, Water, Iced Tea and energy drinks), coffee mixes, salty snacks and spirits (vodka). Main brands in portfolio: Tymbark, Top Joy, Apenta, Queens, Tedi, Kubu, Bucovina, Tiger, Nestea, La Festa and Salatini. Our recent addition contains spirits brands like Żubrówka, Soplica, Royal and others from CEDC International portfolio. <https://www.maspex.ro/>

May 2019 - December 2021 - General Manager Maspex - Romania, Bulgaria and Moldova Responsible for Business Unit Romania, Bulgaria and Moldova.

February 2015 - May 2019 - VP, Chief Operating Officer, Maspex Romania

April 2008 - January 2015 - Chief Financial Officer, Maspex Romania

February 2006 - April 2008 - Financial Controller, Maspex Romania

ACADEMIC MANAGEMENT

2013-2014 - HEC Paris, Master of Business Administration (MBA), Leadership in Global Organizations
Activities and societies: Member of TEC - The Executive Committee, MBA Council Executive Team -



Treasurer, HEC Paris MBA rugby team player

PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS

December 2024 - Present - FIC - Foreign Investors Council. Board member

September 2020 - Present - YPO - Young Presidents' Organization. Member of Romanian chapter

September 2022 - Present - RetuRO - Member of Supervisory Board

MEDIA PRESENCE

June 2024 - Forbes, Romanian business champions, 2024 edition - <https://www.forbes.ro/campionii-afacerilor-din-romania-editia-2024-grzegorz-grabowski-general-manager-bu-romania-ungaria-bulgaria-si-moldova-maspex-group-394206>

May 2023 - FMCG Market Strategies - <https://www.revista-piata.ro/images/reviste/FlipBook/revista-Piata-203-mai-2023.htm>

December, 2020 - GreenRestart Interview - <https://business-review.eu/greenrestart/greenrestart-interview-series/greenrestart-interview-grzegorz-grabowski-general-manager-maspex-romania-215438>

2019, July - Cariera, Management experience - <https://www.zf.ro/companii/grzegorz-grabowski-un-manager-de-35-de-ani-a-preluat-conducerea-producatorului-maspex-tymbark-in-romania-bulgaria-si-moldova-18255111>

2014, April - Studies/Education - <https://adevarul.ro/blogurile-adevarul/cum-a-ajuns-un-polonez-sa-promoveze-romania-in-1526889.html>

LANGUAGES

Polish - Native or bilingual proficiency

Romanian - Full professional proficiency

English - Full professional proficiency

French - Elementary proficiency

German - Elementary proficiency

SKILLS

Organizational leadership and management - based on almost 20 years of experience in leading organizations, managing teams and organizations.

Intercultural and partnership building skills - developing sustainable partnerships with representatives from diverse cultural backgrounds.

Social Adaptability - the dual nationality offered a natural framework to practice and perfect social adaptation was complemented by international experience during studies and management roles in Romania, Hungary, Bulgaria and Moldova.

Strong Time Management - the ability to organize time to integrate the role of GM with other professional responsibilities and projects, skill practiced especially in key moments, such as international



mergers and acquisitions with clear deadlines, strict timelines.

Mentoring and training new generations of leaders - Transferring values to future generations of leaders emphasizes a commitment to people development and educational leadership.

Communication - Public Speaking Skills - supporting courses (associate lecturer), but also complex presentations.