



ANDRZEJ BIAŁAŚ

Head of Marketing | B2B Growth Leader | AI-Augmented Marketing

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STRENGTHS

TEAM LEADERSHIP — Built and led team of 5, clear ownership, mentored growth

DEMAND GENERATION — Inbound to allbound. HubSpot, lead scoring, agency partnerships

CONTENT & BRAND — Content Pipeline, 100+ articles/year, 1,000+ lead magnet downloads

STRATEGIC THINKING — Marketing Operating System, ICP segmentation, Marketing Manual

AI-NATIVE MARKETING — Claude Code, AI Studio, GitHub-based ops, ships more with less

SYSTEMS BUILDER — Builds repeatable frameworks — Marketing OS, Content Pipeline, Events Playbook, Career Paths — that outlast any single campaign.

SKILLS

Marketing

Digital Marketing
Marketing Strategy
Marketing Management
B2B Demand Gen
Content Strategy
Brand Building
GTM Planning
Sales Enablement
ABM
Event Strategy
HubSpot Ops
SEMRush
Landing Page Wireframing
Landing Page Optimization
Copywriting

Leadership

Team Leadership
Team Building
SCRUM
Cross-Functional
Mentorship
Growth Strategies

AI & Automation

Claude Code
AI Workflows
GitHub Ops
CI Automation

Tools

HubSpot
Webflow
GA4
Apollo
ZoomInfo
LinkedIn Ads
Google Ads
Surfer SEO
Figma
GitHub

SUMMARY

Head of Marketing who builds marketing functions from scratch and turns them into pipeline machines. At Appilon, I inherited a team, rebuilt it around clear ownership, mentored each member's growth, led strategy, and put systems in place that gave our marketing real structure — delivering the best marketing year in company history. I combine B2B demand generation with brand building, content strategy, and sales alignment — all driven by data and focused on revenue.

I believe the future of marketing is building, not just campaigning. I use AI tools daily — Google AI Studio, Claude Code, automation workflows, GitHub-based marketing ops — to move faster, think sharper, and ship more with less.

Gallup Top 5: **Learner** | **Input** | **Achiever** | **Relator** | **Belief**

KEY RESULTS

- Delivered the **best marketing year** in Appilon's history (MQLs & SQLs) — grew quarterly output from single digits to **21 MQLs/quarter**
- Generated SQLs with **top major ICP companies**
- Scaled case studies from **4 to 30+** and published **100+ blog posts** in one year
- Coordinated **51 talks** across **12+ global events**
- Hosted **10 webinars** and **2 online conferences** engaging **~3,000 attendees**
- Led full **website migration to Webflow** — gave marketing full ownership, eliminated engineering dependency

EXPERIENCE

Head of Marketing — Appilon

2023 – Present

Took over a developing marketing function and rebuilt it into a structured, metrics-driven operation. Led a team of 5 across content, events, web, and social — delivering record pipeline and the company's best marketing year.

- Team:** Recruited, developed, and managed a team of 5 specialists across content, events, web, and social. Established clear AORs, roadmaps, and KPIs for each function.
- Demand generation:** Moved from pure inbound to an allbound model (inbound + outbound + ABM). Set up HubSpot end-to-end: email marketing, lead scoring, pipeline analytics. Managed agency partnership for outbound prospecting.
- Content & brand:** Built the Content Pipeline and Bureau of Content — from ad-hoc posts to 100+ strategically designed articles/year. Launched a lead magnet program (1,000+ downloads). Sponsored the creation of the company's first brand strategy and refreshed brand book.
- Events:** Professionalized event strategy with a selection playbook and post-event reporting. Designed a webinar playbook complementing brand awareness and lead gen motions.
- Website:** Led WordPress-to-Webflow migration. Designed new services landing pages aligned to buyer journey.
- Process:** Introduced SCRUM to marketing. Built the Marketing Operating System (3-pillar model: Brand / Market Sensing / Lead Generation). Authored the internal Marketing Manual covering strategy, KPIs, definitions, and campaign frameworks.
- Sales alignment:** Defined MQL/SQL criteria, ICP segmentation (BioPharma, Data-driven Enterprises, Industrial R&D, Scientific R&D), and handoff processes. Tightened funnel metrics and reporting.

Data4Good Lead — Appilon

2022 – 2023

Led Appilon's social-impact initiative connecting data science with environmental conservation. Managed partnerships with NGOs, coordinated pro-bono projects, and built the Data4Good brand that became a key differentiator in employer branding and conference presence.

EARLIER EXPERIENCE

Senior Customer Success Coordinator — EcoVadis (2021–2022)

Managed enterprise accounts in sustainability ratings. Drove adoption and renewals for B2B SaaS platform, coordinating cross-functional support for complex multi-stakeholder engagements.

Senior Policy Advisor & Consultant — Oceana (2011–2019)

Led EU policy campaigns for the world's largest ocean conservation organization. Managed stakeholder coalitions, authored policy briefs, and represented Oceana in high-level negotiations with EU institutions. Built strategic communications that influenced fisheries regulation.

Full career history: linkedin.com/in/andrzej-bialas

E D U C A T I O N

Warsaw University of Life Sciences
2003 – 2009
MSc, Engineer — Environmental Conservation

S E L E C T
C O U R S E S

- ▶ **HubSpot Inbound Certification**
HubSpot Academy
- ▶ **Full-Funnel Account-Based Marketing**
ABM Certification
- ▶ **EY Manager’s Academy**
Ernst & Young

F R A M E W O R K S I B U I L T

1. **3-Pillar Marketing Model** — Brand (fuel) + Market Sensing (radar) + Lead Generation (engine)
2. **Allbound Campaign Template** — Content + Case Study + Lead Magnet + Nurture + Webinar + Distribution
3. **Result-Based AORs** — Health KPIs per function with green/yellow/red for fast prioritization
4. **Events Playbook** — Strategic event selection, networking guide, post-event ROI reporting
5. **Career Paths** — Growth roadmap for each marketing role

W H A T O T H E R S S A Y

“ Andrzej is an excellent B2B marketer, who understands both online and offline channels. He is very data-driven, results-oriented, has a very high attention to detail, asks insightful questions, accepts that he may be wrong, and always wants to improve. He is best suited to work in companies where a comprehensive multi-touch strategy is needed to acquire customers.”

— **Adam Komarnicki, Group Director CEE & Baltics at Everfield**
Former manager (CRO at the time)

“ You succeeded in building a high performing Marketing Team. You delivered the best Marketing year in Appsilon history.”

— **Paweł Przytuła, Co-Founder at Appsilon**
Former manager (CRO at Appsilon)

“ Andrzej removes blockers and creates a space where we can accomplish our work. He’s great at building tools and frameworks for the team to operate within.”

— **Natalia Chrzanowska, Senior Marketing Manager**
Direct report