

MIKOŁAJ WEZDECKI

DIRECTOR FOR DIGITISATION, LPP

Starting from 2006, he was developing electronic sales at RTV EURO AGD, where he managed a team of 300 people and built one of Poland's largest online stores for consumer electronics products and household appliances. He opened the brand's second online store, OleOle.pl, and was responsible for the development of the Contact Centre in Lublin.

As of 2019, as a member of the management board and director responsible for the e-commerce area at Eobuwie.co.uk, he launched the Modivo.co.uk online store, now one of the leading players in the online sales industry in Central and Eastern Europe. He tripled the company's sales over a period of three years. He took an active part in preparing the strategy of the company and in attracting an investor to the company, ultimately SoftBank, the world's largest investment fund.

He has been affiliated with LPP since June 2022. Initially responsible for the digitisation process and the development of the e-commerce platform of brands such as Reserved and Sinsay. In March 2023, he was appointed the Director for Digitisation, responsible for drawing up a policy for the development of the e-commerce area for all LPP Group brands and establishing new standards and synergies in the development of the brands' online platform.

Graduate of the Warsaw School of Management and Marketing and the Academy of Leadership Psychology at the Warsaw University of Technology Business School. He graduated as Executive MBA from the Warsaw University of Technology whose partners include London Business School, HEC Paris and Norwegian School of Economics.