

MARCIN KUMIEGA

SALES LEADER/
BUSINESS DEVELOPMENT DIRECTOR

SUMMARY

After receiving a **classical humanities education**, I chose to pursue a **business career**, convinced that it is one of the most creative and socially impactful fields in the economy.

I am a friendly and passionate professional, which enables me to quickly build **trust-based relationships** with clients, partners, and colleagues. I am committed to continuously **developing my skills and qualities** while also **supporting others** in their personal and professional growth.

I find **business development** and **sales** truly inspiring. They combine strategic thinking with creativity and, above all, **collaboration with other human beings**. Working in this field allows me to identify new opportunities, **deliver value**, and make a **real impact on the World**.

WORK EXPERIENCE

Business Development Director / Sales Team Lead

Voluum / Commerce Media Tech

Jul 2018 - present

- Discovering and leading the **strategic pivot of Voluum into iGaming**
- **Educating** the Voluum Team and Board **about iGaming**
- Inventing, organizing, and delivering **webinars, conference keynotes, and panels** (SIGMA, SBC, internal)
- Promoting Voluum at **over 25 iGaming and affiliate conferences** worldwide
- **Managing the Executive Sales Team** for Voluum SaaS; recruiting, coaching, and managing sales executives.
- **End-to-end sales** of Voluum to prospects in English, Spanish, and Russian (**MRR generated over \$700k; total Revenue generated over \$12M**)

Manager / Business Developer

Stajnia Rusinowo

Jan 2017 - Jun 2018

- Collaboration in a **family equestrian business**, owning approximately 50 horses
- Responsibility for end-to-end **marketing, sales, and customer service** (products: horse riding camps, horseback tours, riding school, accommodation, and catering services)
- **Business development:** implementing new services, customer standards, and sales channels



CONTACT

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SOCIAL MEDIA

-  [/marcinkumiega](https://www.linkedin.com/in/marcinkumiega)
-  [/marcin.kumiega.3](https://www.facebook.com/marcin.kumiega.3)
-  [@marcinkumiega](https://www.instagram.com/marcinkumiega)

LANGUAGES

-  • English: C2
-  • Russian: B2/C1
-  • Spanish: B2/C1

Business Development Manager & Teamleader

SALESmanago

Oct 2015 - Dec 2016

- **End-to-end sales** of the SALESmanago Marketing Automation **SaaS** platform in the **international markets** (Europe, Poland, USA, LATAM)
- Conducting **sales webinars and meetings** with customers in **English, Russian, and Spanish**
- **Full responsibility for the sales in Spain and LATAM**
- **Building** and developing the **sales team** for Spain and LATAM (in-house + partner sales)

Co-founder

Sales Machines

Oct 2020 - Jun 2023

- **Sales consulting** (building sales teams and processes for the clients)
- **Branding, marketing, and educational activity** (podcasts, YouTube channel) promoting modern Sales and BizDev know-how
- **\$ales Machines Youtube channel** - link

Co-founder

Krakowskie Stowarzyszenie Mówców

2012 - present

- **teaching public speaking and rhetoric** by using the Oxford-style Debate to high school and academic students
- participation in and judging of a **200+ Oxford-style Debates**
- **2018**: conducting **workshops at 7+ Polish universities** as a part of the Polish Academic Championship of Oxford-style Debates

EDUCATION

Krakow University of Economics, Poland

MBA at Krakow School of Business

Graduation Summa Cum Laude

*Capstone project on **ROI in Influencer Marketing***

2023 - 2025

Clark University, Worcester, USA

MSc in Communication

Master Studies from Clark University, conducted in Krakow at Krakow University of Economics

2023 - 2025

Jagiellonian University in Cracow, Poland

2009 - 2014

Bachelor Studies in **Archeology**

BA in Archaeology, focused on hellenistic period and early medieval CEE History

2010- 2012

Master Studies in **History**

*Focused on ancient Greece and early medieval CEE History; **2 full years completed** without the MA diploma*

2007 - 2010

Bachelor Studies in **History**

BA in History, focused on ancient Greece and Rome history

2007 - 2009

Master Studies in **Psychology**

2 the full years completed (the Basic Course) before the educational pivot

OTHER PROFESSIONAL EXPERIENCE

- **Angel investment** in Startup: mobile.gaming (2025)
- **Fundacja Krakowska Szkoła Fechtunku**: Co-founder and active entrepreneur (2021-2023)
- **Sales consulting** and training, **iGaming business consulting** (since 2020)

NGO'S ACTIVITY

- **Polska Sieć Ekonomii (PLSE)**: member of an NGO focused on promoting social responsible economics (since 2023)
- **Wotczina Rarog**: active member and organizer in an early medieval reenactment group (since 2007)
- **FIA**: active member of a pro-defence NGO, collaborating with Polish military (2013-2019)
- **Koło Naukowe Historyków Studentów UJ**: active member and leader of a historical students' association (2007-2012)
- **Rada Kół Naukowych UJ**: responsibility of distributing an university budget (approx. \$125k per quarter) for students' organizations (2009-2013)

INTERESTS

- modern economy, business development and sales,
- psychology (social, behavioural, and personal)
- geopolitics, geo-economics, and politics
- history, archaeology and historical re-enactment
- martial arts and historical fencing
- Hiking, adventure travels and bushcraft
- Good literature and philosophy

I hereby give consent for my personal data included in my application to be processed for the purposes of the recruitment process under the Personal Data Protection Act as of 29 August 1997, consolidated text: Journal of Laws 2016, item 922 as amended.