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## Sylwia Bilska

**Country, city:** Poland, Warsaw

**Position:** Executive Director, Marketing Central Europe

**Organization/Business name and website:** Avon Cosmetics, [www.avon.com.pl](http://www.avon.com.pl)

**Areas of Expertise:** Strategic planning and leadership; Business planning; Team and cross-functional team leadership; Productivity and efficiency improvement; Project and process management and redesign; Change management; Marketing activities and communication; Direct selling; P&L management; Revenue goal / growth attainment; Negotiation, persuasion, communication and presentation; Training and Leadership development; Problem solving; Decision making;

**Favorite Quote:** If it is to be it is by me



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### SHORT BIOGRAPHY:

Executive Director, Marketing Central Europe, in charge of 18 countries cluster's development, creation and implementation of growth strategies and marketing plans. Earlier in her career as Campaign and Category Management Director she successfully developed the strategy of the fashion category to be the business profitable growth driver and to increase its business contribution in the portfolio. Prior to Avon she spent five years in Oriflame Natural Swedish Cosmetics as Head of Campaign and Category Central & South Europe and successfully co-introduced new 3-weeks sales cycle and developed regional marketing team and processes in the region. Sylwia started her customer and marketing oriented journey in ARTO Advertising Agency and left it after 5 years with strong BTL and new solutions experience as Executive Manager. She graduated law at Warsaw University and MBA, Bradford University & WSPiZ. She enjoys the bridge and modern art. She is optimist from nature in personal and business area.

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### CONTACT DETAILS:

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