

Short CV Overview of Mr. Zbigniew Wrobel

Mr. Zbigniew (Zebby) Wrobel (57) is a MSc Silesian Polytechnics, alumnus of Kellogg School of Management EMP in Chicago US.

He started his career in tourism in 1982 as a Managing Director of Almatour Travel Bureau (one of top 5 in Poland), then he was a founder of Air Tours Travel Bureau in partnership with LOT Polish Airlines, then 4 years as Sales Director for Philip Morris Poland, then almost 10 years PepsiCo (beverages, snacks-Frito-lay, restaurants-Pizza Hut, KFC,) in different positions ending as a Vice President Central & Eastern Europe reporting to US HQ . Then after he was nominated as a President and CEO of PKN Orlen The largest polish company (public) – and sixth European largest crude oil refinery. Today he act as a partner in Club & Travel lifting Sport Service & Event business onto a upper level supporting his long time friend Jerzy Piotr Pronobis co-owner and President.

Mr. Zbigniew was a founder of several trade organizations and structures like Polish Food Federation (6 years keeping the president's chair), Promarka –brand org (5 years president), Non Alcoholic Beverage Association. He was also active on international level as well – participating in activities of Confederation of the Food and Drink Industries in the EU- CIAA , acting as an Executive Board Member of UNESDA (Union of European Soft Drink Association- Brussels) and AIM (European Brand Association) and he was elected Vice President of WFA (World Federation of Advertisers –Brussels) .