



AGNIESZKA SARNECKA

APPLICATION

JANUARY 2025



AGNIESZKA SARNECKA

PROFILE SUMMARY

EXPERIENCE

Over 12 years in BERLIN IT STARTUPS & SCALE-UPS as VP & C-Level Manager, Project Manager, Team Lead, and Head.

LAST POSITIONS:

CEO & COO, Procurist

SEEKING POSITIONS:

COO, Head of Operations, VP Operations, Chief of staff, General Manager


Berliner "STARTUP-CHILD" WITH PASSION FOR INNOVATION

I moved to Berlin 14 years ago to pursue my studies.

Even before completing my Bachelor of Science at Humboldt University Berlin (Economics) and my Master of Arts at HWTk Berlin (Business and Organisation), I was already working in IT startups.

I have explored various fields, including e-commerce, Fintech, app search engines, IT agencies, blockchain, digital health, and IT education.

I always knew that I needed to work my way up to truly understand how a company operates. Initially, I consciously chose small startups to be as close to innovation as possible. After gaining experience and realizing my strengths, I decided to transition to scale-ups, taking the next step in my career.

A close-up portrait of a woman with long, dark, wavy hair and light blue eyes. She is wearing bright red lipstick and looking directly at the camera with a slight smile. The background is dark and out of focus.

*I firmly believe that agile
leadership is an art, while
healthy leadership is a skill.*



AGNIESZKA SARNECKA

WHAT DEFINES ME

- ★ Generalist
- ★ Team Manager (Aspiring Leader)
- ★ Get-it-Done Mentality
- ★ Versatile
- ★ Sees “The Big Picture”
- ★ Detail-oriented, organized, and structured (Operational Excellence)
- ★ Communicative and empathetic
- ★ Reliable
- ★ Adaptable
- ★ Decisive
- ★ Enjoys taking responsibility

KEY MILESTONES IN MY CAREER



2016-2020

Blockchain-based Financing Platform for Startups

I was hired as the first employee when there was no company yet.

I built the company alongside the founders, overseeing everything from administrative, financial, and operational projects to product development, investor relations, marketing, HR, ESOP, and digitizing IPOs.

I developed and implemented processes, led projects, and coordinated horizontal teams.



2020-2022

Digital Health - B2B SaaS Platform for Short Breaks at Work

I took over the company from the three founders after 10 years of operation.

The goal of the transition was for me to build a team, implement a company structure, prepare the company for financing, and initiate the next steps for Froach.

I built a global team of 20 professionals, established team processes, prepared a pitch deck, a 5-year strategic plan, and a budget. We conducted a rebranding, improved sales processes, and developed new products and technologies.

KEY MILESTONES IN MY CAREER



TECH
STARTER

2023 - 2025

AZAV-Certified Educational Institution in IT: Web Development, Cloud & DevOps

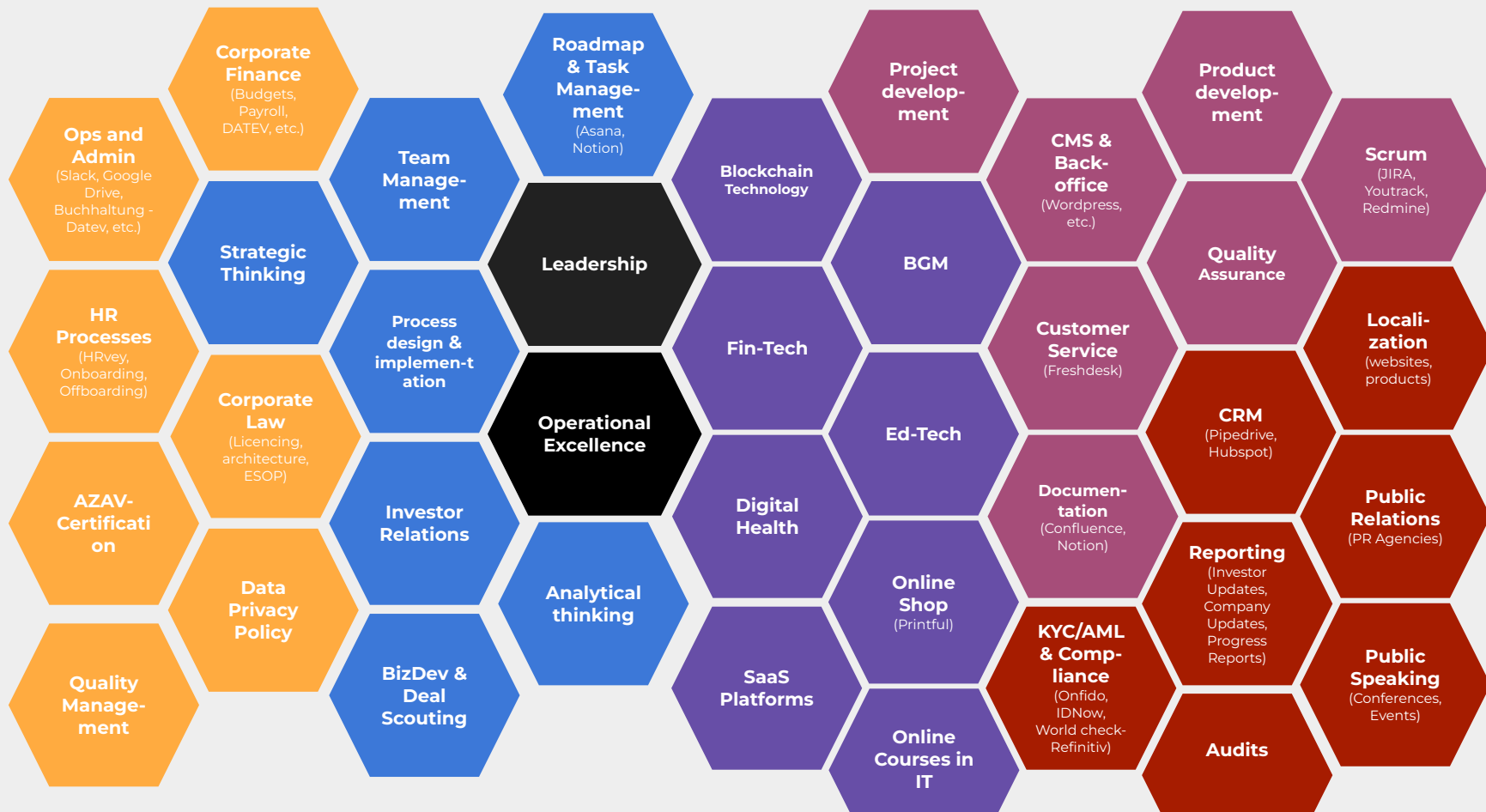
As Head of Operations and later COO and Authorized Signatory of an AZAV-certified educational provider in IT, I optimized course delivery (from onboarding, content delivery, support, offboarding, to placement) and customer success with a focus on quality improvement.

I was responsible for team building, leadership, quality management, certification, data protection, and IT operations. During a critical transitional phase, I led the company from a startup to a scale-up, developed company structures and processes for sustainable expansion, and managed a team of over 40 professionals.

Additionally, I optimized workflows, enhanced the customer journey, and initiated internal product developments.

I am not an "KNOW-IT-all", I am an "Learn-IT-all"

WHAT I HAVE LEARNED AND WANT TO CONTINUE DEVELOPING





AGNIESZKA SARNECKA

PRIVATE FUN FACTS

I am 34 years old and a native Polish-German, having grown up in Poland, Germany, and Denmark. You can read more about my “schizophrenic identity” in my [LinkedIn post](#).

I have always attended schools where I did not speak the country's language: American School in Bremen, German School in Denmark, German School in Poland.

I am accustomed to living and working in an international environment.

I am fluent in three languages: German, Polish, and English.

My husband is from Gambia, West Africa. We have been married for five years and have a crazy cat.

In my free time, I am a passionate cook and make my own hot sauce.

WHAT I AM LOOKING FOR

- ❖ I am seeking a position that challenges me but also provides autonomy to create, lead, and build.
- ❖ I want to grow as a manager, leader, and individual, which is why I wish to continue working in scale-ups. However, I still find smaller startups very inviting.
- ❖ I would love to work closely with the CEO to realize their vision.
- ❖ I want to help the company build something new.
- ❖ I am also looking for work-life balance and want to work in a healthy organization.





REASON FOR APPLICATION

I am applying to you because I am seeking a new challenge.

I want to explore a new industry, build new teams and products, and, above all, be part of something new that improves the world.

I want to be completely enthusiastic and strengthen your team.

I want to roll up my sleeves and get involved.

WHAT OTHERS SAY ABOUT ME



Odyslav Bozhenko · 1st

Project manager

July 2, 2022, Odyslav reported directly to Agnieszka

Agnieszka is no doubt a great CEO and skilled, kind leader! This year, I had the pleasure of working on the same project (Froach), and she leads by example. She always kept the team motivated and united. I believe she is one of the best CEO I have ever had, as her people skills are highly developed.

Her ability to deal with challenges and come up with new ways to achieve results was always an inspiration. I'm delighted I had the chance to learn from Agnieszka.

I am also fascinated by how broad and deep the expertise she has in Product development, Sales, Marketing, Statistics, Finance and other fields important for leading a digital company.

It's a big honour and pleasure for me to recommend Agnieszka Sarnecka for any C-level executive role in her next company.



Ula Lachowicz · 1st

Deputy Managing Director at LIFTE H2 | Founder at Polish Berlin Tech

September 25, 2020, Ula worked with Agnieszka on the same team

All LinkedIn members

On

It was a pleasure to work with Agnieszka Sarnecka at Neufund. I admire her openness for challenges and ability to adopt to her always changing role at Neufund. From ventures to operations, from budgeting to investor relationship, she embraced every area with 100% professionalism, mastering the processes, and delivering projects on time. Agnieszka is a startuper by heart and a true team spirit.



Fanny Kleinmann · 1st

Design | Branding | Marketing

June 28, 2022, Fanny reported directly to Agnieszka

All LinkedIn members

On

I started working with Agnieszka in October 2021. Even in our first calls she told me that she values communication and honesty, which made our communication in a team much more open, productive and healthy. She led not only the Marketing team (which I was working in), but the whole company with great communication, management and ideas. Apart from that, she was always there for her team and cared about our health and wellbeing. With Aga, I always felt safe in our upcoming projects and plans, knew my tasks and priorities and was able to bring my best. I would always work with her again and can 100% recommend her.



Konstantin Sokolovskyi · 1st

Tech Lead / Architect at Froach Media GmbH

July 18, 2022, Konstantin reported directly to Agnieszka

As a developer, I value most the deep understanding of the core domain logic. By the time Agnieszka joined the froach team, we had already built a very complex piece of software on top of the non-trivial domain, that had been growing over years. I was amazed by her ability to grasp the core of it with the speed of light and to start generating new ideas in both marketing and product directions. Together with Agnieszka, we were able to establish a ubiquitous language, that helped us to fluently communicate between the product and the business needs. But, probably the most noticeable, and invaluable thing she did for our company — she made us a real Team. We used to be a bunch of world-spread "freelancers", that just did their jobs. But she breathed a spark of life into our small community, a spark of Team Culture. These two things — the ability to deeply understand the Idea of business, and the ability to gather people together, center them around that Idea to move forward as a complex, but singular entity — are what make a great Leader. I'm pleased to recommend Agnieszka as a Leader for any of you who require the one. And who doesn't?



Marta Sosińska · 1st

Scrum Master (PSM II). Cooperation, trust, responsibility, courage, openness, optimism. These are the main values that guide me to be the best.

September 29, 2020, Marta worked with Agnieszka on the same team

All LinkedIn members

On

I started working with Agnieszka in Neufund in March 2017. From the very beginning I could feel the enthusiasm and eagerness for work that Aga had. This is a person who is not afraid of a challenge. Her strength is multitasking. During the joint journey in a startup that was constantly developing, I saw her successfully running many very difficult projects in parallel. Her knowledge and versatility have always impressed me. Additionally, it cannot be ignored that Agnieszka is a person who easily establishes new relationships with people. She is open and always willing to discuss. I give Aga my highest recommendation.



AGNIESZKA SARNECKA

CONTACT DETAILS

MOBILE:

+491703507819

EMAIL:

agn.sarnecka@gmail.com

LINKEDIN:

<https://www.linkedin.com/in/agnieszka-sarnecka-40458397/>

ADDRESS:

Gensingerstr. 29, 10315 Berlin

AGNIESZKA SARNECKA

COO / VP OPERATIONS / EXECUTIVE



CONTACT

📞 01703507819

✉ agn.sarnecka@gmail.com

📍 Gensingerstr. 29,
10315 Berlin

🌐 <https://www.linkedin.com/in/agnieszka-sarnecka-40458397/>

SKILLS

- Agile Leadership
- Quality Management
- Project Management
- Process Excellence
- Product Development
- Customer Success & Journey
- Team Management
- Effective Communication
- Documentation
- Reporting
- Tooling

LANGUAGES

- English (Fluent)
- Polish (Fluent)
- German (Fluent)

HOBBYS

- Cooking
- Organization & Planning
- Social Psychology



PROFILE

Entrepreneurial operations leader with over 12 years of experience in B2B, B2C, and B2G environments. I leverage strong leadership and interpersonal skills to design, implement, and optimize internal and external processes. I possess a robust background in e-commerce, online platforms, Fintech, and IT online education, with proven expertise in business development, quality management, reporting, and KPI-driven performance. Passionate about executing the visions of CEOs and enhancing operational efficiency to drive sustainable growth.



WORK EXPERIENCE

Techstarter GmbH 2023 - Present
COO & Procurist

- Led the company through a critical transitional phase, driving growth from startup to scale-up.
- Developed and scaled company structures, processes, and teams to support sustainable expansion.
- Managed a team of 40+ professionals, overseeing course delivery, quality assurance, certifications, and data privacy compliance.
- Designed, optimised, and implemented efficient workflows, enhanced the customer journey, and spearheaded internal product development initiatives.

Froach Media GmbH 2020 - 2022
CEO & Managing Director

- Assumed leadership of the company after 10 years of founder operation.
- Built and managed a global team of 20 professionals.
- Established team processes, developed a comprehensive pitch deck, and created a 5-year strategic plan and budget.
- Led a full rebranding initiative, optimized sales processes, and spearheaded the development of new products and technologies.

Neufund (Fifth Force GmbH) 2016 - 2020
VP Operations

- Joined as the first employee, building the company from the ground up alongside the founders.
- Oversaw administrative, financial, and operational projects, as well as product development, investor relations, marketing, HR, and ESOP implementation.
- Played a key role in digitizing IPO processes and developing company-wide operational frameworks.
- Managed cross-functional projects and coordinated horizontal teams to drive company growth and success.



EDUCATION

Master of Arts 2013 - 2015
Business & Organisation | HWTK Berlin

Bachelor of Science 2010 - 2013
Economics | Humboldt University Berlin