



Mateusz Maślanka

Sales Leader | Public Sector | GIS, LiDAR & Satellite Data |
Consultative Sales | Complex Tenders | Scalable Growth



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PROFESSIONAL SUMMARY

*Sales leader with strong experience in the public sector, **managing strategic client relationships** and **leading complex sales processes** in regulated environments. Proven track record in consultative sales, public tenders, and multi-year agreements, with a focus on pipeline growth, revenue development, and expanding cooperation with key accounts.*

*Background in GIS, LiDAR, and satellite-based solutions, combining **strategic account development** with market-facing commercial work and close cooperation with technical and delivery teams. Also experienced in **building and structuring commercial activities**, including developing sales support capabilities and **coordinating small teams** around products, software, and training services.*

PROFESSIONAL EXPERIENCE

Esri Polska sp. z o.o.

Senior Key Account Manager | Sep 2022 – Present

- Managing a portfolio of strategic public sector / government / security clients worth ~PLN 18M, focused on relationship growth and scaling cooperation.
- Leading consultative sales and negotiations for high-value, complex contracts, including public tenders and multi-year agreements.
- Identifying growth opportunities and shaping strategies for key contracts and initiatives, driving pipeline and revenue growth.
- Delivering GIS, LiDAR, and satellite solutions that improve operational efficiency and support data-driven decisions.
- Full ownership of key initiatives for assigned clients, setting direction and aligning sales, technology, and delivery teams on strategic projects.

SATIM Monitoring Satelitarny sp. z o.o.

Director of Operations | Jan 2022 – Sep 2022

- Worked closely with executive leadership to align operations with company strategy.
- Introduced and structured operational processes to improve execution and internal coordination.

Director of Sales & Business Development | Aug 2018 – Dec 2021

- Led sales and business development for niche, technology-based products in an emerging market.
- Combined commercial activities with ESA-related projects, linking sales development with project delivery.
- Identified market opportunities and supported product positioning based on customer needs.
- Worked with technical and R&D teams to align product development with market demand.

ProGea 4D sp. z o. o.

Head of Sales & Business Development Department | Jan 2017 – Jul 2018

- Built and structured the sales and business development function around products, software, and training services.
- Held full P&L ownership and commercial budget responsibility across multiple business lines to ensure sustainable growth.
- Integrated sales, marketing, technical sales support, and training into one coordinated structure.
- Managed key commercial processes, from offer preparation to negotiations and deal closure.

ProGea Consulting

Head of Training and Marketing Department | Mar 2014 – Dec 2016

- Coordinated training projects and supported delivery of training services.
- Prepared and developed training materials and publications.
- Managed day-to-day marketing activities of the company.
- Supervised the work of a small team.

LiDAR Software Specialist | Mar 2013 – Feb 2014

- Sold LiDAR data processing software and led workshops for users.
- Worked with international vendors and tested new geospatial tools.

QCoherent Product Manager | Apr 2011 – Feb 2013

- Managed customer contact, software demonstrations, and webinars.
- Provided user support and prepared marketing materials.
- Supported inbound marketing and LiDAR data processing activities.

EDUCATION

<u>2012 – 2013</u>	AGH University of Science and Technology in Krakow <i>Postgraduate studies, Airborne and terrestrial laser scanning</i>
<u>2009 – 2011</u>	Jagiellonian University in Krakow <i>Master of Science, Geography</i> Specialization: Geographic Information System Dissertation: <i>Accuracy of the digital terrain models created from airborne laser scanning.</i>
<u>2006 – 2009</u>	Jagiellonian University in Krakow <i>Bachelor's Degree, Geography</i>

SELECTED CERTIFICATIONS

<u>2024</u>	Negotiation Skills - EY Academy of Business Polska
<u>2023</u>	Sandler Selling System
<u>2017</u>	Certified Project Management Associate, IPMA Level D.
<u>2013</u>	Sales management and customer relations.

LANGUAGES

<u>Polish</u>	Native
<u>English</u>	B2

Selected recommendations: mateuszmaslanka.pl