



Marcin Kapusta

About

I love analyzing what we can expect and prepare for in the near future. I synthesize this into strategies and products to put into action.

Education

- Faculty of Law, Maria Curie University, Lublin 2008 – 2013
- Startup Academy Acceleration Program 01 – 06.2015
- Expert 5.0 – marketing strategies & growth 2020
- Future Thinking spec: forecasting, by Institute for the Future 2022
- Product Discovery Practitioner 2022

Experience

- Froggy.Agency – creator of microagency** 2021 – now
 - Product Manager
 - brand strategy & consulting
 - WordPress&WooCommerce
- Apiraws.com – ecommerce owner** 2018 – now
 - creating brand and its development strategy
 - product discovery, market fit and developed
 - webdesign, UX, process optimization
- Lema Foundation – President** 2018 – now
 - consulting in business development, marketing strategy and webdesign
 - creating "Development Strategy for the Bieszczady Region for 2019–2025"
- Nobili Viro – President of the Business Club** 2017 – 2022
 - running an organization of young entrepreneurs aged 25–35
- JadeNaTRIP.org – Co-owner of TRIP brand** 2017 – 2019
 - major project management,
 - realization of the largest student trips in Poland
- Souvre sp. z o.o. – FMCG Sales Director** 2012 – 2017
 - building of sales teams
 - training and setting sales targets
- Student self-government** 2010 – 2013
 - Member of the Student Parliament of University
 - Member of the Board of AZS UMCS Lublin
- ZHP – Instructor** 2006 – 2010
 - managing teams and projects on many levels
 - award for the instructor of the year 2008

Contact

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Personal profile

Gallup Strengths Finder 2.0
Ideation–Futuristic–Strategic
Connectedness–Achiever

Jung Test (MBTI)
ENFP

Soft skills

Leadership



Project management



Problem Solving



Creativity



No code skills

Mid-Level Developer:
WordPress/Astra/Elementor Pro/
WooCommerce/Baselinker

UI & Graphic Design:
Figma/Canva Pro

Interests

social economy, history, futurology,
trends watching, social cybernetics,
yoga, product and web design