



July 10th to 21st, 2017

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About the Program

The Campus Experts Summit is a two-week program where a diverse group of experts from Google work closely with a Campus entrepreneurial community. As they experience life at Campus and get a deeper knowledge of the Polish ecosystem, these experts focus on providing mentoring and support for startups as well as giving talks and workshops open to our community.

Attend an event

You can check out the Summit's agenda below and at our website. Don't forget to sign up for the events you're interested in!

WEEK 1

Tuesday, July 11th

- **Coaching for Business Results**

- Speaker: Richard van Cleeff
- Time: 6:00pm

- Duration: 90 minutes
- [Sign up for this event](#)

Wednesday, July 12th

- **Coding Your First Wearable App**

- Speaker: Aga Madurska
- Time: 9:00am
- Duration: 120 minutes
- [Sign up for this event](#)

Thursday, July 13th

- **Managing Your Projects with Google Spreadsheets**

- Speaker: Chris Haas
- Time: 9:00am
- Duration: 60 minutes
- [Sign up for this event](#)

- **Going Global: Identifying Opportunities for International Expansion**

- Speakers: Deniz Barisik & Jared Goodman
- Time: 6:00pm
- Duration: 90 minutes
- [Sign up for this event](#)

Friday, July 14th

- **Designing a Customer Support Strategy [SOLD OUT]**

- Speaker: Minami Itsukaichi
- Time: 9:00am
- Duration: 90 minutes
- [Sign up for this event](#)

WEEK 2

Mon, July 17th

- **The Changing Landscape of Retail**

- Speaker: Nathalie Walton

- Time: 6:00pm
- Duration: 60 minutes
- [Sign up for this event](#)

Tue, July 18th

- **Planning a Sales Process that Closes Deals [SOLD OUT]**
 - Speaker: Richard van Cleeff
 - Time: 9:00am
 - Duration: 120 minutes
 - [Sign up for this event](#)
- **Introduction to Mindfulness and Meditation**
 - Speaker: Deniz Barisik
 - Time: 11:00am
 - Duration: 45 minutes
 - [Sign up for this event](#)
- **Open Mentoring Session for Campus Community**
 - Time: 2:00pm - 4:00pm
 - Duration: 45 minutes each session
 - [Apply for a session](#)

Wed, July 19th

- **Acquiring Customers with Digital Marketing**
 - Speaker: Sapna Kalmadi
 - Time: 9:00am
 - Duration: 60 minutes
 - [Sign up for this event](#)
- **Writing Copy that Converts**
 - Speaker: Laurie Shiau
 - Time: 11:00am
 - Duration: 60 minutes
 - [Sign up for this event](#)
- **Doing Business in the Middle East and North Africa**
 - Speaker: Adam Kwasniewski
 - Time: 6:00pm
 - Duration: 60 minutes

- [Sign up for this event](#)

Thu, July 20th

- **Women's Breakfast: Women in Tech**

- Speaker:
- Time: 9:00am
- Duration: 90 minutes
- [Sign up for this event](#)

Meet the Experts



Adam Kwasniewski

Head of SMB Marketing, MENA

Lives in: United Arab Emirates | From: Poland

Adam has over 16 years of experience in digital marketing. He was Managing Director of a leading internet advertising network in Poland, co-founder of Interactive Advertising Bureau in Poland, founder and chairman of E-commerce chapter of Direct Marketing Association

Adam joined Google almost 12 years ago as the first employee in Poland, where he focused on digital transformation in Retail, Travel, Local. Later, as a Head of Operations he was helping to scale Google's presence in CEE, TR, MENA, Sub-Saharan Africa. Currently Adam leads B2B Marketing in the Middle East and North Africa region.

Passionate about travelling, adventures, amateur triathlete

Knowledge Areas: Strategy and Operations, Scaling teams, Geo expansion, Developing and maintaining a corporate culture, Emerging Markets, Marketing, E-commerce



Aga Madurska

Senior Software Engineer, Android Wear

Lives in: London, UK | From: Poland

Agnieszka is a Senior Software Engineer working on the Android Wear System UI team in London. Before Android Wear she worked on Google Maps for Android and co-founded the Cultural Institute mobile team in London. She ran the last two editions of TEDxGoogleLondon and is passionate about sharing and spreading STEM knowledge.

Aga holds a first-class Master's degree with distinction from Imperial College London focused on statistical predictive models for tennis. In her spare time she is also a Course Director for Mobile Training for Professional Development at Imperial College London.

Originally from Warsaw, moved to London nearly 9 years ago.

Knowledge Areas: Wearables technology, Mobile development, Support libraries, APIs and Android UI components, Team dynamics (tech teams), Diversity in the workplace



Christopher Haas

Engineering Program Manager

Lives in: Boulder, US | From: US

Chris joined Google in 2005, initially in the Google Enterprise startup as a Technical Solutions Engineer. He has spent a number of years in technical roles across Google including Adwords, YouTube, and Google Cloud. He has also worked extensively in compliance roles aiding Google to obtain global certifications such as ISO, SOC, and Data Privacy.

Prior to Google, Chris worked at multiple Chemical Engineering Research/Technology/Internet startups in various roles including Research Analyst, Technical Support, and Systems Engineering, as well as an Engineering Team Lead at Sun Microsystems, supporting many of Sun's mission critical infrastructure systems. Chris has a B.S. in Chemistry and Biology from Syracuse University and a M.S. in Computer Information Technology from Regis University.

Personally, Chris loves running, skiing, mountain biking, mountaineering, and traveling with his family.

	Knowledge Areas: Adwords, Natural Search, YouTube, Google Cloud, Enterprise Sales, Developing a technical support team, Privacy/Security compliance, Program management, Startup experience
	Deniz Barisik Export Partnerships Manager <i>Lives in: Dublin, Ireland From: Turkey/Germany</i> Deniz is an Export Partnerships Manager working within the Large Customer Sales organisation at Google's EMEA headquarters in Dublin. Deniz joined Google in 2014 as a senior international growth strategist providing market expansion strategy to large e-commerce customers across Google's advertising portfolio. He has 8 years of business development experience, working across a wide range of businesses in industries such as finance, tech and hospitality in the United States, Germany and France. Prior to joining Google, Deniz was a Sales Manager for a tech startup in New York where he oversaw the company's growth efforts across EMEA expanding its sales operations across 18 markets. He got his undergraduate degree from Cornell University in Psychology and Economics and holds an MBA from INSEAD where he specialized in Entrepreneurship. Knowledge Areas: Sales, E-commerce, Business Development, International expansion, Entrepreneurship Verticals: Finance, Clean Tech, Hospitality, E-commerce
	Jared Goodman Global Product Lead <i>Lives in: New York City, US From: US</i> Jared is a Global Product Lead on the YouTube / Video Solutions team, where he develops and implements the global go-to-market strategy for new video advertising formats. Prior to his current role, Jared led the growth strategy for Google's video ad network, helping brand advertisers reach their customers across thousands of websites and mobile apps. He spent the first half of his career at Google working directly with advertisers in the B2B and Travel sector on their online

	marketing strategy, specifically in the areas of search, mobile, display and video. Jared enjoys traveling, running/fitness, listening to live music, reading and volunteering with local organizations in New York City including the Salvation Army and FIRST Robotics. Knowledge Areas: Business development, go-to-market strategy, YouTube Product, B2B, Digital Marketing Strategy, Product commercialization, customer segmentation.
	Laurie Shiao Acquisitions Marketing Manager <i>Lives in: Mountain View, US From: US</i> Laurie is a marketer in the Online Partnerships Group where her job is to acquire new users and help them reach their full potential. She's built marketing programs from the ground up and has expertise in project management, copywriting, and helping teams identify marketing strategies that convert. She holds a Bachelor of Arts degree from the University of California, Berkeley with a double major in Media Studies and Psychology. In her spare time, she dabbles in DIY projects and is a big fan of walking tours. Knowledge Areas: Marketing programs and strategies, New User Acquisition, MVP hypothesis development and validation techniques, user persona development, narrative development, messaging/copywriting, content marketing, growth marketing, project management.
	Minami Itsukaichi Training Program Manager <i>Lives in: Mountain View, US From: Japan</i> Minami is a training program manager in gTech Consumers 1:1 care team in Mountain View, California. Every time Google launches new consumer products or features, she evaluates the potential changes to the customer support agent behavior,

	interprets anything new to user and agent and transforms these into a training format. Minami started her Google career in Online Sales and Operations team in Tokyo, Japan in 2009 right after graduation. Throughout her 8 years career in Google, outside of work, she is also passionate about helping underprivileged children to have the equal opportunity to study. She just finished her 8 weeks mentorship initiative with Spark Program. Knowledge Areas: Operational excellence, Scaling Support Processes and Operations, Project management, Customer centered design, Customer/Vendor Education, Asia Pacific market.
	Nathalie Walton Strategic Partnerships Lead <i>Lives in: San Francisco, US From: US</i> Nathalie has over ten years of experience in business development and partnerships. She has been at Google since 2014 and is a Strategic Partnership Development Lead on the Google Shopping Team Development Team. At Google, she works with retail partners, data providers and mobile technology companies to close revenue generating partnerships and first-in-kind deals. Her subject matter expertise is in fashion/apparel and influencer marketing. Prior to Google, Nathalie was on eBay's Incubation and Innovation Team, where she specialized in launching new business ideas, scaling existing business, and entering APAC. She has an MBA from Stanford University's Graduate School of Business and a BA in Economics from Georgetown University. Outside of work Nathalie enjoys traveling, pilates and serving as a board member for the San Francisco non-profit, Tenderloin Equitable Development. Knowledge Areas: Business development, Influencer marketing, Design thinking, Evaluating and managing partnerships Verticals: Fashion/Apparel, FinTech, Payments



Richard van Cleeff

Vendor Sales Operations Lead

Lives in: Amsterdam, Netherlands | From: Netherlands

Richard is +6 years in Google and is a Vendor Operations lead responsible for the Benelux (EMEA), where he works with a team of 50 Sales Reps that bring Adwords solutions to end customers and through valued Partner agencies. In his day to day job he is responsible for the development of the Vendor management and the Sales team and rolling out new sales processes to the local Vendor. Prior to his current role in Google he was a Agency Development manager.

Prior to Google Richard worked as an entrepreneur bringing wearables to market for Kids. Simultaneously he was a self employed consultant working in Healthcare institutions, where he was responsible for change management from Top to Middle management. Richard graduated as an Industrial Engineer and has a second degree in Business Administration.

Richard is a huge fan of traveling, listening to music, semi triathlon

Knowledge Areas: AdWords solutions, Vendor management, Sales strategy and operations planning, Sales techniques, Recruiting & hiring sales teams



Sapna Kalmadi

Senior Analytical Lead

Lives in: Mumbai, India | From: India

Sapna is a Google Adwords Certified expert with over 5 years of experience in the digital marketing space. She has worked with customers in the E-Commerce and Financial Services space to help them solidify their customer acquisition and brand communications strategy.

Sapna has experience with Search, Display Video and Analytics solutions of Google and dives deep into data to deploy these solutions with the right insights to meet business objectives. She has also worked on improving mobile revenue for clients in Vietnam and is working on a Black Belt in Online to Offline Measurement.

	Prior to her MBA, Sapna worked at Barclays Bank as a product manager. She is a keen photographer and an avid traveller with a personal OKR of visiting 30 countries by the time she's 30! Knowledge Areas: Adwords: Search, Display, Video and Analytics for New Customer Acquisition, Mobile App Promotion, Branding For Performance, Automated Solutions for Search and Display, Google Trends and Insights, Diversity at Work. Verticals: E-commerce, Financial Services
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