

Beata Mosór

CIRCmodel.com & Mosor.pl ❤️ **AI Tech in Strategy, Economy & Education**

🎤 **Mentor, Author, Speaker**

My long-term mission is to support the development of **1 million AI leaders**.

I have over 18 years of experience working with more than **1000 tech products** in the fields of technology, strategy, and leadership. I built the marketing function at nazwa.pl (a cloud, domain, and low-code web services provider), growing its customer base **from 100k to 1 million**.

I also co-founded the lean strategy agency Project: People, acquiring over **180 clients from 18 countries in just 5 years** and cooperating with global brands such as Nationale Nederlanden, Google, and T-Mobile. **I have led 5 organizations as CEO** and was named a Woman in French Tech by La French Tech Krakow and a Strong Woman in IT.

Currently, I am building **CIRCmodel.com, an AI-based Circular Operating Model**. This model focuses on transforming large organizations to be AI-future-ready by implementing tech solutions, lean principles, and sustainability.

I have taught technology, strategy in tech, business models, and leadership at **EDHEC Business School in France (ranked 7th in Europe)**, Tischner European University in Kraków (now SWPS University), and the WSB Merito University. I am the author of the postgraduate programs 'AI-based Marketing', 'Marketing in Tech', and 'AI & Cloud for Business Leaders'. I am also a member of the Polish Economic Society.

I enjoy sharing knowledge at conferences such as **Lean Startup Days Paris, Product Marketing Summit London, AI Summit Brussels, and Open Living Lab**. I have also served on the Program Committee and as a Media Partner for tech conferences (e.g., **AIBA Conference!, ACE! Conference, No Code Days**). I am a co-author of The LiGHT Book (alongside authors like Cialdini and Zimbardo) and have published in a.i. HR Business Partner Magazine, Strefa PMI, and Product Design Magazine.

With over 10 years of experience as a mentor (e.g., EIT Digital, Women in Technology, Be Visible in IT), I have built mentoring program curricula & networks (e.g., Google LaunchPad, T-Mobile WARP) and run my **own 'Mentor the Mentor' program**. I authored the ebook **'Be the Mentor You Wish You Had'** and cooperate with mentoring programs for youth leaders (e.g., Tarnów Mentoring Academy), also in diplomacy. My mentees include Aga Pałka (ex-Google, Forbes 25u25), Zuzanna Patulska (American Leadership Academy), and Justyna Jendrzejek.

My Gallup talents are **Strategy, Focus, Achiever, Learner & Significance**. As a mom, I am focused on building organizations, teams, products, that will significantly improve the future world for my sons.