

CURRICULUM VITAE

Krzysztof Gerula

ADRESS: Warszawa

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AGE: 65

FOREIGN LANGUAGES: English – fluent
French – fluent
Russian – basic
German – basic
Polish – native

KEY STRENGTHS:

- STRATEGIC THINKING AND BUSINESS ORIENTATION
- KNOWLEDGE OF CORPORATE ENVIRONMENT AND INVESTOR RELATIONS
- EXPERIENCE IN SALES AND MARKETING STRATEGIES
- EXPERIENCE IN MANAGEMENT AND ORGANIZATION

PROFESSIONAL EXPERIENCE:

2004 – 06.2008

ORBIS S.A.

FIRST V -PRESIDENT OF THE MANAGEMENT BOARD

Responsibilities:

- Legal and corporate management
- Corporate PR and Investor Relations
- Risk management

1991 – 2004

ORBIS S.A.

V – PRESIDENT OF THE MANAGEMENT BOARD

Responsibilities:

- Global Sales and Marketing
- Restructuring and Privatization - IPO

- Corporate Training

1984 – 1991

ORBIS National Tourist and Hotel Enterprise

DEPUTY GENERAL DIRECTOR

Responsibilities:

- International Outgoing and Incoming Tourism
- Management and Employees' Trainings
- National Marketing and Sales
- Foreign Subsidiaries Supervision

1978 – 1984

Corporation of Tourist Enterprises ORBIS

DIRECTOR OF ORBIS INFORMATION CENTER IN PARIS

Responsibilities:

- National Tourism Promotion in France and Spain
- Cooperation with French and Spanish travel Agencies

1972 – 1978

Polish Travel Bureau ORBIS

COMMERCIAL DIRECTOR

Responsibilities:

- Outgoing and Incoming Tourism
- Sales and marketing

1966 – 1972

Travel Agency ALMATUR

DEPUTY GENERAL MANAGER

Responsibilities:

- International Students Outgoing and Incoming Tourism

OTHER BUSINESS ACTIVITIES :

1991 – 2003

Member of the Supervisory Board of Polcard SA

1993 -

Chairman of the Supervisory Board of ORBIS TRAVEL

2003 -

Member of the Supervisory Board of Hekon SA

2005 -

The Association of Stock Exchange Issuers Board Member

INTERNATIONAL ACTIVITIES:

1968 – 1972	ISTC (International Students Travel Conference) Steering Committee Member
1989 – 1997	Executive V-President of UFTAA (United Federation of Travel Agents' Association)
1991 – 1995	Board Member of BTC (Baltic Tourism Commission)
1991 – 1994	Representative of PIT (Polish Chamber of Tourism) in ECTAA (National Travel Agents' Association within the EU)
1997 – 2002	Representative of PZH (Polish Hotel Association) in HOTREC (Confederation of National Hotels and Restaurants Associations in the EU)

OTHER ACTIVITIES :

1989 – 1997	V-President of Polish Chamber of Tourism
2003 – 2006	Polish Tourism Organization – POT Council Chairman
2003 – 2007	Polish Hotels Association – PZH Council Member
2001 – 2005	Lecturer at the High School of Hotel and Tourism in Warsaw

EDUCATION:

1960 – 1966	- CRACOW UNIVERSITY OF ECONOMICS Major : Economy and Organization of production
1966 – 1968	- WARSAW UNIVERSITY African Studies

ADDITIONAL INFORMATION:

Proficient in MS Windows , MS Office

HOBBIES :

Political and economic affairs
Military history
Skiing
Sailing