

# Joanna Staniszewska

Mentor | Educator | Advisor | Entrepreneur

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## PROFESSIONAL SUMMARY

Mentor, Educator, and Advisor with 20+ years of experience guiding entrepreneurs, leaders, and learners across 20+ international markets. Combines practitioner depth — as founder, CEO, and strategy advisor — with academic teaching across 6 universities and active mentoring across global platforms. Trusted by women founders, emerging change-makers, and early-stage ventures to translate complex business challenges into actionable, purposeful growth. Equally fluent in structured frameworks and human-centered coaching approaches. Currently completing an MBA in Creative Enterprises (Meridian University).

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## PROFESSIONAL EXPERIENCE

**Queentrepreneur Women's Foundation (QWFN)**, Remote — Abuja, Nigeria

Jan 2022 – Present

*Board Member & Mentor*

*Nigerian nonprofit empowering women and youth through entrepreneurship, education, and leadership development*

- Mentored women entrepreneurs, non-profit teams, and primary school children through structured advisory sessions, accelerating venture readiness and financial independence across 5 cohorts
- Designed leadership curriculum and board-level initiatives that expanded program reach to +1000 beneficiaries
- Earned the 2025 'Most Committed' Board Member award, recognizing sustained contribution to mission-aligned community transformation
- Collaborated with global partners to co-create sustainable, community-driven programs bridging education, entrepreneurship, and economic empowerment

**OpenClassrooms**, Remote — Paris, France

Oct 2025 – Present

*Mentor*

*Europe's largest online learning platform, 300K+ monthly users, offering accredited degree programs with personalized weekly mentoring*

- Guided learners weekly through business and marketing programs using personalized, skills-based mentoring aligned to in-demand professional roles
- Delivered real-time project feedback, bridging academic instruction and professional application, improving learner confidence
- Supported US learners navigating asynchronous programs, reducing dropout risk through consistent mentoring presence

**Being in Systems LLC & 2BElemental Inc.**, Remote — Bridgman, Michigan

Apr 2025 – Present

*Co-Managing Director*

*Two aligned ventures designing emergent, human-centered learning experiences for leaders and entrepreneurs globally*

- Facilitated Emergent Entrepreneurship program for 3 leaders across 3 countries, integrating embodied leadership practices with business strategy
- Designed experiential curricula blending ancient wisdom frameworks with applied entrepreneurship, inducing a +30% increase in participant leadership capacity on average
- Co-created organizational vision and educational philosophy centered on purposeful, soul-connected entrepreneurship development

**6 Universities — Gdańsk, Sopot & Gdynia**, On-site — Gdańsk, Sopot, Gdynia, Poland

Oct 2013 – Jul 2020

*Academic Teacher | Lecturer — Entrepreneurship, Marketing & Creative Industries*

*Invited across 6 institutions — University of Gdańsk, Academy of Fine Arts, Gdańsk University of Technology, WSB Merito, WSAiB Gdynia, Sopot UAS — through referrals and peer reputation*

- Mentored international students from 10+ countries through entrepreneurship courses, increasing pro-entrepreneurial attitudes and widening perspectives among graduates
- Taught Business Psychology, HR Management, Marketing, and Cultural Diversity in English and Polish, equipping students with both technical and human-centered leadership skills
- Facilitated postgraduate Brand Management and Advertising Management programs, mentoring executives in applying theory to live client challenges

**You'll Enjoy LLC**, Hybrid — Gdańsk, Poland

Aug 2012 – Sep 2024

*Founder | CEO | Marketing Strategy Advisor*

*Award-winning international boutique agency — the practitioner foundation underpinning all mentoring and advisory work.*

- Advised 100+ clients, worked across 20+ markets as a trusted strategic mentor, guiding founders and executives through brand transformation and business growth
- Earned No. 1 Agency in Poland (Ad Word Masters 2022–2023); co-designed Intel's internal communication platform, improving engagement for 3,000+ employees
- Built partner network generating 20% of annual revenue (2022) through trust-based referral relationships — a direct outcome of mentoring-style client advisory

**Crunch Geek Inc.**, Remote — Miami, Florida

*Feb 2022 – Jun 2025*

### **Marketing Director**

*U.S.-based digital marketing firm specializing in B2C customer acquisition and retention.*

- Mentored a cross-functional team of marketers, designers, and analysts, fostering a collaborative growth culture that improved campaign performance by 30%
- Guided team adoption of machine learning-driven targeting and first-party data strategies, building digital capability
- Increased brand visibility by 30% through targeted digital campaigns while coaching team members on strategic thinking and data-informed decision-making

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## **KEY SKILLS**

**Mentoring & Coaching:** 1:1 mentoring, group facilitation, entrepreneurship coaching, leadership development, women empowerment, career advisory

**Teaching & Education:** Curriculum design, project-based learning, asynchronous instruction, MBA delivery, cross-cultural education

**Advisory & Strategy:** Marketing strategy, brand transformation, board advisory, fractional CMO, stakeholder engagement, change management.

**Tools & Platforms:** Zoom, Miro, Slack, Google Workspace, Claude, ChatGPT, Gemini, ADPList, OpenClassrooms, MicroMentor platform, Canva

**Languages:** Polish (Native), French (Elementary)

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## **ADDITIONAL MENTORING & ADVISORY**

Mentor — FasterCapital, Cherie Blair Foundation for Women, Girls Go Start-up! Academy, Network of Entrepreneurial Women and Tech, Trestle Group Foundation, MicroMentor, ADPList, OpenClassrooms

Institutional Advisory — Polish Ministry of Economic Development and Technology, European Union Horizon Program

Academic Publication — 'Universal Means of Communication,' Cross-Cultural Business Conference Proceedings, University of Applied Science, Steyr, Austria, 2017 (pp. 73–83)

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## **EDUCATION**

**Master of Business Administration (MBA) in Creative Enterprises**

*2025–2027 (Expected)*

Meridian University, Petaluma, California

Master of Arts in Law | Postgraduate: Business Psychology | HR Management | Modern Company Management

University of Gdańsk | WSB Merito Gdańsk | Gdańsk University of Technology | Economic Development Agency, Poznań

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## **PROFESSIONAL DEVELOPMENT**

Becoming a More Equitable Educator (MITx)

u.lab: Leading From the Emerging Future (MITx)

Generative AI & AI Agent Organizational Strategy for Leaders — Vanderbilt University

Existential Well-being Counseling (KU Leuven)

Removing Barriers to Change (U. of Pennsylvania)

Change Management (Great Learning)

Marketing in a Digital World (U. of Illinois)

2BElemental Practitioner

Swiss Foundations 'The Stars' & TGF — Recognized young leader of the next generation