

CONTACT

Bydgoszcz, Poland

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CORE EXPERTISE

- Strategic Account Management
- Business Development
- Commercial Negotiations
- FMCG & Food Packaging
- Key Account Management
- Pricing & Contract Management
- New Product Development (NPI)
- Tooling & Investment Projects
- Customer Relationship Management
- Market & Customer Analysis
- Sustainable Packaging
- Project Coordination

TOOLS & SOFTWARE

MS Office - Excel, PowerPoint, Word
SAP · CRM systems · Power BI

LANGUAGES

Polish	Native
English	Advanced
Russian	Advanced

Joanna Godzińska

Global Key Account Manager

Strategic Sales & Business Development • FMCG & Packaging • Ice Cream

Global Key Account Manager with 10+ years of experience in international B2B sales, strategic account management and business development across FMCG and food packaging, with a strong focus on the ice cream sector. Proven track record of developing strategic customer partnerships, driving sustainable revenue growth and managing complex commercial relationships across international markets.

Combines commercial strategy, business development and customer relationship management with a strong understanding of technical and operational requirements. Experienced in complex negotiations, account strategy and business planning, packaging innovation and optimisation, cost reduction, value creation and international project coordination.

Currently managing a 27m EUR business across 7 production sites and 29 customer manufacturing plants, coordinating international supply and supporting long-term business growth.

WORK EXPERIENCE

Faerch Group

Nov 2024 - Present
Bydgoszcz, Poland

Global Account Manager

- Manage strategic international customer relationships, account development and long-term commercial partnerships.
- Lead complex commercial negotiations covering pricing, volumes, investments, tooling, capacity and long-term cooperation models.
- Develop business opportunities by identifying customer needs and translating them into commercially viable packaging solutions.
- Coordinate customer projects with Procurement, R&D, NPI, Operations, Quality and Supply Chain.
- Work directly with senior customer stakeholders and internal decision-makers on technically and commercially complex projects.
- Support value creation through product and process optimisation, cost reduction opportunities and improved operational solutions.
- Report directly to the Global Sales Director.

PACCOR

Jul 2014 - Jan 2025
Bydgoszcz, Poland

Key Account Manager

- Managed key customers relationships in an international B2B packaging environment.
- Developed commercial opportunities and prepared offers, negotiations and contract discussions.
- Coordinated customer requirements with technical, production, quality and supply-chain functions.
- Supported new product implementation, tooling and industrialisation projects.
- Built long-term customer relationships through responsiveness, structured communication and focus on customer value.

EDUCATION

The Kazimierz Wielki University in Bydgoszcz

Master’s degree, Career Counseling & Initiative

2005 - 2010

The Kazimierz Wielki University in Bydgoszcz

Master’s degree, Russian Studies

2007 - 2012

A.S. Pushkin State Russian Language Institute

Russian Language Improvement

2011 - 2012

Joanna Godzińska

Global Key Account Manager

Maltex

Apr 2012 - Jul 2014
Bydgoszcz, Poland

Export Manager

- Developed customers and new business opportunities in overseas markets.
- Prepared commercial offers and contracts, also conducted business negotiations.
- Planned shipments and maintained regular customer communication throughout order execution.
- Supported international marketing projects, new product implementation and trade-show activity.
- Worked with international trade documentation and banking products, including letters of credit and factoring.

Nordhaus Real Estate

2010 - 2012
Bydgoszcz, Poland

Real Estate Agent

- Managed direct sales, client service and relationship development.
- Conducted negotiations, prepared contracts and supported customers after the sale.
- Sourcing competetive market offers.

SELECTED COMMERCIAL PROJECTS

Recycle Duo €10m annual revenue

Led commercial coordination of the transition from hybrid PP+PAP to a recycled solution driven by PPWR requirements, covering material approvals, testing, sub-supplier qualification and investment activities.

ORO Sunrise €3m annual revenue

Coordinated commercial allocation, capacity planning and the business case for new machine investment.

Agama 1l €1.4m annual revenue

Secured business transfer from a competitor and coordinated development and launch of two products, including weight optimisation.

Cornetto Soft / King cone €1.3m annual revenue

Coordinated PPWR-driven product alignment, trials and technical approval, successfully unlocking sales.

Roma 5l €1m annual revenue

Coordinated mould modification, testing and customer trials to improve the supply chain process.