ARTUR NOGA-BOGOMILSKI

Consumer Insights & Analytics Leader | Consumer Panels & Retail Measurement | Market Research × AI | ex-GfK / NIQ / Nielsen

Warsaw, Poland • +48 570 501 610 • a.nogabogomilski@gmail.com • linkedin.com/in/artur-noga-bogomilski

PROFESSIONAL PROFILE

Leader with over 25 years of experience in market research and consumer analytics, including GfK / NIQ. I connect the world of insights with the world of commerce: consultative selling of data-driven solutions (consumer panels, retail measurement, POS data), revenue growth, and long-term C-level relationships with retail chains and manufacturers across Central & Eastern and South-Eastern Europe. Most recently responsible for Customer Success in Tech & Durables across 8 markets in the region. Co-author of the first Polish textbook on marketing research; currently deepening AI applications in analytics (postgraduate studies, Kozminski University). I build teams on trust, not control — with the engagement scores to back it.

PROFESSIONAL EXPERIENCE

GfK – An NIQ Company, Warsaw June 2004 – June 2026

Head of Tech & Durables, Customer Success | Central & Eastern Europe (CEE) September 2024 – June 2026

- Responsible for Customer Success and revenue growth in Tech & Durables across 8 markets in the region (CZ, SK, HU, RO, UA, SI, HR, RS) — covering most of South-Eastern Europe.
- Building and maintaining relationships with manufacturers and retail chains; consultative selling of insight & data solutions (consumer panels, retail sales / POS measurement).
- Leading distributed, international regional teams; owning forecasts and performance reviews at the regional level.

Head of Market Intelligence | Registered Commercial Proxy (Prokurent), GfK Polonia February 2020 – November 2024

- Responsible for the market intelligence area in Poland and representing the company as a registered commercial proxy (prokurent) of GfK Polonia.
- Commercialisation of the gfknewron analytics platform on the Polish market — sales data analytics and market trend forecasting for manufacturers and retail.
- Media expert — regular market commentary for “Rzeczpospolita” and trade media (GfK Consumer Sentiment Barometer, consumer electronics market, FMCG).

Client Business Director January 2018 – January 2020

- Ownership of a key client portfolio: business development, pipeline management, and consultative selling of research and analytics solutions to non-FMCG and retail clients.

Department Director (previously: Project Manager → managerial roles) June 2004 – December 2017

- Progression from Project Manager to Director of the ad-hoc research department at GfK in Poland; together with the team, supporting clients across a broad range of non-FMCG industries.

CBM Indicator, Warsaw June 1999 – May 2004 (5 years)

Senior Project Manager June 1999 – May 2004

- From coordinator of the field interviewer network in the Mazovia region to researcher responsible for the agency’s key clients — intensive, hands-on work in Polish business at the turn of the century.

ACADEMIC EXPERIENCE

Lecturer — University of Warsaw, SWPS University over 5 years

- Teaching social research methodology and marketing research; bridging market practice with academic work.

EDUCATION

Kozminski University — postgraduate studies: Artificial Intelligence (AI) March 2026 – ongoing

University of Warsaw — doctoral studies, Institute of Political Science 2002 – 2005

SWPS University — postgraduate studies: Marketing Research. Consumer Attitudes and Behaviour 2003 – 2004

University of Warsaw — Master's degree in Sociology (specialisation: mediation, negotiation and conflict resolution) 1996 – 2001

PUBLICATIONS & EXPERT ACTIVITY

- Maison D., Noga-Bogomilski A. (eds.), *Badania marketingowe. Od teorii do praktyki* [Marketing Research: From Theory to Practice], Gdańskie Wydawnictwo Psychologiczne, Gdańsk–Sopot 2007 — the first Polish textbook on marketing research, prepared in cooperation with the Polish Society of Market and Opinion Researchers (PTBRiO).
- Garlicki J., Noga-Bogomilski A., *Kultura polityczna w społeczeństwie demokratycznym* [Political Culture in a Democratic Society], ASPRA-JR / Institute of Political Science, University of Warsaw, Warsaw 2004.
- Expert commentary in national and trade media (incl. "Rzeczpospolita", Wiadomości Handlowe, dlahandlu.pl) — consumer sentiment, the tech & durables market, sales data analytics.
- An original series of data-driven analyses on LinkedIn combining market research, public data and AI (2026).

KEY COMPETENCIES

Consultative selling of data-driven solutions • Business development & pipeline management • C-level relationships (retail, manufacturers) • Consumer panels & retail measurement (POS, syndicated data) • Market intelligence • Regional team leadership (CEE / SEE) • Reporting & forecasting for senior leadership • AI in analytics (GenAI, analysis automation, data visualisation)

Gallup CliftonStrengths (Top 5): Learner, Communication, and three talents from the Strategic Thinking domain.

LANGUAGES

Polish — native • English — fluent (daily work in an international corporate environment)

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