

# MARIUSZ KRAIŃSKI

## SALES AND PROJECT MANAGER

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### PROFILE

Senior export and project sales manager focused on Scandinavian markets within the construction sector, with over 10 years' experience selling sandwich panels and insulation systems. Proven track record delivering complex, project-based contracts, growing strategic accounts, and expanding distributor and contractor networks through relationship-driven B2B sales. Skilled in contract negotiation, pricing strategy, and sales forecasting to consistently achieve targets and enter new international markets.

### EDUCATION

<b>Paweł Włodkowic University, Płock</b> Bachelor of Administration, Płock	Jun 2008 to Jun 2011
<b>Łomża</b> Technical Diploma – Wood Industry Technology	Sept 1999 to Jun 2004

### SKILLS

B2B Project Sales	Export & International Sales	Sales Forecasting	Contract Negotiation
Client Relationship Management	Construction Materials	Carpentry, Furniture Design & Installation	SAP
Salesforce and Pipedrive	IFS Applications		

### LANGUAGES

Polish – Native, English – Advanced

### PROFESSIONAL EXPERIENCE

<b>International Export Sales Manager, GOR STAL</b> Denmark, Sweden, Norway, Finland	Nov 2024 to Present
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- Drive sales expansion for insulation systems and sandwich panels across Denmark, Sweden, Norway and Finland, targeting contractors, developers and distributors.
- Identify and develop new market opportunities, onboard distributor partners and increase regional coverage and brand visibility.
- Acquire new clients through targeted outreach, trade shows and local partnerships; manage pipeline and sales forecasting to meet growth objectives.
- Prepare and negotiate commercial offers and project contracts, coordinating technical requirements with internal teams to ensure timely, high-quality delivery.

<b>Project Sales Manager, BALEX METAL Sp. z o.o.</b>	Mar 2023 to Nov 2024
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- Managed complex, project-based sales from inquiry to contract for industrial construction clients, ensuring technical and commercial alignment.
- Built and maintained long-term relationships with key accounts, distributors and contractors to secure repeat business and referral opportunities.
- Prepared competitive commercial offers and led contract negotiations, balancing client requirements with company profitability.
- Conducted market, pricing and competitor analysis to inform product positioning and go-to-market decisions.
- Expanded distributor and contractor networks through targeted outreach and partnership development.

**Project Sales Manager, Blachprofil 2 Sp. z o.o.****Jul 2022 to Feb 2023**

- Managed project sales across multiple regions, owning the full sales lifecycle from technical specification to contract execution.
- Prepared technical-commercial proposals and coordinated with production and logistics to meet client requirements and delivery schedules.
- Developed relationships with regional contractors and distributors to grow sales channels and increase repeat orders.

**Project Sales Manager, BALEX METAL Sp. z o.o.****Jun 2016 to Jul 2022**

- Consistently achieved sales targets and drove growth of strategic product lines, including sandwich panels and insulation systems.
- Managed key account relationships and negotiated long-term contracts to secure repeat business.
- Coordinated cross-functional teams (engineering, production, logistics) to deliver project solutions on time and within budget.
- Supported new market entry and distributor onboarding initiatives to broaden international footprint.

**Export Specialist / Sales Representative, BUDMAT Sp. z o.o.****Aug 2011 to Oct 2014****o.o.**

- Managed export sales for Czech and Slovak markets, developing distributor relationships and handling customer accounts.
- Coordinated contracts, order processing and receivables, ensuring timely fulfillment and cash collection.

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**ACCOMPLISHMENTS**

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- Received an award for consistently achieving high quarterly sales targets.
- Nominated by clients and recognized with a client-choice award for outstanding service and relationship management.

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**VOLUNTEERING**

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**Football coach**

Volunteering as football coach at primary school running weekend football sessions and events. Delivered weekend football training sessions and organized school sports events, supporting children's skill development, teamwork, and participation in community activities.