Karolina **KUROWSKA**

Head of Marketing | B2B & Channel Marketing · Multi-brand · Digitalisation & AI

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PROFILE

Marketing leader with over 15 years of experience building brands and growth across B2B and B2C, in international, multi-brand and multi-country environments. Specialised in channel and dealer marketing, trade activation and marketing digitalisation: turning strategy into annual plans, budgets and campaigns, structuring teams and processes, and making marketing measurable through data, automation and CRM. Track record of strengthening brand awareness, improving conversion and supporting sales growth across industrial, consumer, sport and healthcare sectors. Currently leading the transformation of marketing operations at HEROCK®: a central marketing platform connected to the ERP, marketing automation, data-driven retail activation and AI-enabled marketing. Pragmatic, multilingual and collaborative leader, focused on commercial impact.

Core expertise: Marketing strategy & go-to-market · Multi-brand, multi-country management · B2B channel & trade marketing · Marketing transformation, automation & AI · Data-driven performance, budget & ROI · Team, agency & change leadership

PROFESSIONAL EXPERIENCE

Head of Marketing — 2026 – present

HEROCK® WORKWEAR · Antwerp / Hamme, Belgium

Belgian brand of smart, durable and technically advanced workwear, safety footwear and workgear for professionals across Europe.

- **Strategy & organisation:** Lead HEROCK®'s marketing strategy across Belgium, France, the Netherlands and Germany, and reorganise marketing operations to improve efficiency, interdepartmental collaboration (sales, product, logistics, finance) and accountability for budget and ROI.
- **HEROCK® Marketing Hub:** Initiated and leading the design of a central marketing platform connected to Microsoft Dynamics 365 Business Central: 6 modules (digital assets, POS ordering with live stock, event equipment booking with approval and return inspection, marketing calendar, social content hub, 2D shop-in-shop configurator) for 6 user roles. Built an interactive prototype to secure management buy-in.
- **Marketing digitalisation:** Driving the new website (23 pages restructured with cross-functional reviews), dealer webshop and store locator, and the Salesforce × Mailchimp integration with automated customer journeys.
- **AW26 launch:** Built the omnichannel communication and activation plan, planned week by week across social, paid, website, weekly dealer mailing and POS, with seasonal peaks (Black Friday, Sint-Niklaas, Christmas) and a kids' collection launch.
- **Data-driven retail activation:** Introduced a scoring model on 2026 sales data to select 60 pilot points of sale, with three tiered POS kits, in-store mock-ups and weekly sell-out tracking, shifting store investment from habit to measurable potential.
- **Events & partnerships:** Involved in organising the HEROCK® Dealer Event 2026 (200 guests) and presented the “Unlock the Brand” chapter; set up event budget and ROI follow-up; developing the activation of the PEC Zwolle football partnership.
- **Brand foundations:** Formalised the “accessible premium” positioning and international brand foundations: brand guidelines, tone of voice, key messages, campaign templates, central assets and local adaptation principles.
- **Content & sales enablement:** Content across LinkedIn, YouTube, Instagram and Facebook (product storytelling, e-catalogues, technical materials) and sales tools: POS kits, B2B email campaigns, co-branded activations, product argumentation.
- **Performance governance:** Campaign KPIs, dashboards, budget follow-up and market feedback loops for continuous optimisation.

Marketing Manager Belgium & France — 2018 – 2025

HULTAFORS GROUP · Antwerp & Lille

Swedish manufacturer of premium protective workwear and footwear (B2B).

- **Brand portfolio:** In charge of two brands: Snickers Workwear, market leader in Belgium and an emerging market in France, and Solid Gear, a top-tier, highly technical safety footwear brand.
- Defined and executed the marketing strategy: 360° plans, budget management and growth objectives.
- Coordinated multi-channel digital campaigns: SEO, SEA, Social Ads and email marketing.
- Set up KPI dashboards and conducted performance analysis via Google Analytics / HubSpot CRM.
- Increased website traffic by +35% over 2 years and improved conversion rate by +20%.

- Managed a team of 4 and collaborated across departments: sales, headquarters and agencies.
- Created content including emails, videos, brochures and web materials; strengthened brand awareness through influencers and PR.
- Launched a mobile event concept/roadshow that generated over 400 qualified leads.
- Continuously optimized media budget and ROI of digital campaigns.

Country Marketing Coordinator France / Belgium / Switzerland
2015 – 2018

HULTAFORS GROUP BELGIUM · Antwerp, Belgium

- Internalized the Marketing & Communications department by developing processes, tools and team routines.
- Developed localized marketing campaigns tailored to the cultural specificities of each market.
- Adapted multilingual content, conducted competitive monitoring and analyzed local performance.
- Coordinated digital and on-the-ground presence across three countries: trade shows, emailing, print and social media.

Marketing & Communications Manager
2014 – 2015

COMPLEXES SPORTIFS POSEIDON · Woluwe-Saint-Lambert, Belgium

- Developed marketing and communication actions to increase the visibility of sports complexes among local residents.
- Built digital and traditional communication strategies to boost attendance.
- Launched a new website, managed social media channels and created engaging content.
- Organized local events, sponsorship activities and loyalty programs with measurable impact on visitor numbers.

Marketing Officer
2012 – 2014

UNION NATIONALE DES MUTUALITÉS NEUTRES · Brussels, Belgium

Health insurance fund (mutuelle).

- Developed partnerships and supported member recruitment through the 2013-2014 marketing plan.
- Created multichannel materials across print and digital supports; managed partnerships and local campaigns.
- Contributed to evaluation and digital transformation projects for healthcare centers.

EDUCATION & TRAINING

Certificate in Digital Marketing and Artificial Intelligence · ICHEC Business School, Brussels — **2025**

Executive Master's in People Management and Leadership · ICHEC Business School, Brussels — **2024 – 2025**

Training in SEO / SEA · DAWAN — **2024**

E-marketing: Fundamentals + SEO + Social Media + Email Marketing · DAWAN — **2023**

Bachelor's Degree in International Marketing · EPHEC, Louvain-La-Neuve, Belgium — **2012**

First Year in Political Science · Université Libre de Bruxelles, Belgium — **2009**

CERTIFICATIONS

Google Analytics 4 (GA4) Certification · HubSpot Inbound Marketing Certification · Training in AI & Marketing Automation · Power BI Training

KEY SKILLS

Strategy & leadership: Marketing strategy & annual marketing plans · Brand positioning & brand architecture (multi-brand portfolios) · Go-to-market & product launches · Budget ownership, forecasting & ROI · Team leadership & coaching · Change management & organisational design · Stakeholder & C-level communication

Channel & trade marketing: B2B dealer / distributor marketing · Trade marketing, POS & shop-in-shop concepts · Co-marketing & key account activation · Sales enablement & product training materials · Events, trade shows & roadshows · Sponsorship & partnership activation

Digital, data & AI: Omnichannel & performance marketing (SEO, SEA, paid social) · Marketing automation, CRM & lead nurturing · Customer journey design & segmentation · Website, e-commerce & dealer webshop · KPI dashboards & data-driven decision making · AI-enabled marketing: content, automation, rapid prototyping

Operations & governance: Marketing operations & process design · Marketing–ERP integration · Digital asset management · Agency & vendor management · Multi-country coordination (BE, FR, NL, DE, CH)

Tools: GA4 · Power BI · HubSpot · Salesforce · Mailchimp · DotDigital · Microsoft Dynamics 365 Business Central · Google Ads · LinkedIn Ads · Meta Ads · Adobe Creative Suite (Photoshop, InDesign, Illustrator)

LANGUAGES

French, English, Polish bilingual · **Dutch** advanced, daily professional use · **Spanish** basic