

## ABOUT ME

Passionate about culture and innovation, on stage since the age of 6, by now a leader who turns complex ideas and challenges into positive change in international environments. Beyond music, actively engaged in volunteering and social impact, constantly expanding perspective and developing knowledge across different fields.

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## VOLUNTEERING

- TechArena (**Stockholm**) – Team Lead for volunteer team, inspiring youth toward engagement and a sense of impact
- MIT GSW & MIT Universal AI Summit (**Warsaw**) – Team Lead; organized volunteer workflows, streamlined processes, assisted with recruitment
- Slush (**Helsinki**) – Crafted experiences for discerning guests (10 billion during the conference), high-pressure work for VCs
- Start2 Group (**Helsinki**) – Delivered an event for investors and unicorns, co-created the experience and atmosphere
- Intro in situ (**Netherlands, Maastricht**) – Co-built local arts education to boost community involvement
- Personal Projects (JOASIA & global) – Built teams (up to 30 people) from scratch, secured grants, developed structures and processes, honed effective communication and solopreneurship

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# Joanna Cieślak



## EXPERIENCE

- Co-recipient of GRAMMY (66th Awards) – longtime team member
- Humanist with an analytical mind – transformed B2B2C relationships in FI/DK/NL into revenue and strategic partnerships; negotiated with premium sponsors and clients for high ROI
- Cleaner and Au Pair during studies in Netherlands and Finland – forged self-reliance, resilience and rapid adaptation in unfamiliar environments without safety net
- Assisted family real estate business – streamlined client acquisition, strengthened branding
- Self-sales since 2008 – thousands of cold calls and networking, landed and retained high-ticket clients, drove major revenue growth from cultural projects
- Entrepreneurship in Finland/Denmark/Netherlands – executed high-end projects, built a strong personal brand, expanded a global network of collaborators and business partners
- Cellist and composer – over 2k concerts across Europe, Japan, Indonesia; soundtrack for the short film Strings in London
- 100+ crossover performances (theater award) and studio recordings (Clash of Clans, Supercell) – consistently delivering top-tier production quality and nurturing key relationships
- Live & Community Host: Tonebase USA (>1,000 participants) – grew community and revenue for a U.S. EdTech leader
- Founder and programmer; created UI/UX for Binging Art – coordinated events across continents, educated audiences, built a community blending music education and wellness

## LEADERSHIP, COMMUNITY & SALES

- Led teams of up to 30 in international, cross-sector environments (music, university, theater, business, NGO, IT)
- Managed project structures: recruitment, onboarding, task allocation, communication, public speaking, sponsorships, negotiations, building trust and work ethic
- Applied a partnership approach (design thinking, human-centered design)
- Artistic Director and President of Salon Concerts Association (Helsinki) – curated repertoire, strategic planning, A&R, team building, pitching, client/sponsor relations, salary negotiations

## EDUCATION

- 2025–2027: LAB **MBA** – Business Innovation, Culture and Creativity
- 2023: Bali Yoga New Vision – certified teacher, World Yoga Alliance
- 2021–2022: Postgraduate Diploma in Cultural Management, University of Humanities and Economics (Łódź)
- 2010–2023: Music studies (Finland, Denmark, The Netherlands, Sweden) – **Bachelor, 2 Master's degrees**, Soloist Degree (**PhD-equivalent**). Virtuoso performances, event production & management (from concept to execution), team leadership, grant acquisition (multi-year funding wins), strategic partnerships & sponsor negotiations, B2B/B2C sales driving high ROI, artistic direction, artpreneurship, cross-sector collaboration (music, tech, NGO, business), public speaking and global networking - honed in top-tier international programs

## LANGUAGES

- Polish – native
- English – advanced, business level (daily professional use; two Master's theses written in English)

## GRANTS & ARTISTIC IMPACT

- Secured 13 grants from 5 countries for artistic and educational projects

## INTERESTS

- Nature and human behavior, hiking, sauna, cold exposure (avanto), amateur triathlete
- Yoga; interest in combining Eastern philosophy with Western science
- Music, good books, films
- Sustainability and leaving things better than I found them

## MENTORING & LEADERSHIP PROGRAMS

- 2025-2026: CFL Advanced Leadership Program for Top Talents with Harvard professors (15 applicants per spot)
- 2025: Mentee, Athena by Global Thinkers Forum (incubated in Saïd Business School of University of Oxford) - focus on eco-social entrepreneurship, leadership, management and communication
- 2025: Aalto Creatives, Aalto University Finland - pre-incubator, pitching, business strategy development for Binging Art
- Graduate: Digital Marketing Academy, Youth Business Poland – marketing planning, content marketing, SEO, positioning, AdWords, email marketing, social media promotion, creative & tech law
- Certificate: Coding 101, The Shortcut Helsinki - HTML, JavaScript, CSS, web development (pre-intermediate)
- Intern, Global Challenger, Demola Global Finland – market analysis, platform economy, ML/AI strategy, stakeholder interviews, solution development
- Mentee, Helsinki Region Chamber of Commerce – Entry Point Program (mentor: Graham Honeywill, ex-Nokia)



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Personality type: [Commander \(ENTJ-A\)](#)