



Bartek Luszczyk **Nominated for Marketing Director at 2016 AGM**

Bartek Luszczyk is the Chairman of IBB Polonia London Volleyball Club and is a creative head working in video, PR and marketing fields.

Over the past three years he was involved at every stage of the operations of a volleyball club in the English top league - Super8. In 2016 IBB Polonia London won the English Championships and the National Cup and lost only one game in the season. The Club is on its way to participate in the 2016/17 CEV Challenge Cup competition.

During his time at IBB Polonia London Luszczyk re-organised the club, brought external funding, liaised closely with media. The plan was to create a marketable product first and then reach out to sponsors with readymade solutions.

His passion for growing the game and making the volleyball a marketable product has led to a strong partnership with the Polish volleyball champion - PGE Skra Belchatow, Polish Volleyball Federation and Volleyball England. Bartek's vision is to introduce volleyball to England via high quality events - be it on a club scale - where IBB Polonia matches attracted 400+ fans in 2016 or on a major event scale, where Luszczyk was an executive member of the 2015 London Legacy Volleyball Cup organisational committee.

The above actions were possible thanks to Luszczyk's skills and contacts gained during his pre-volleyball career. He spent the last 8 years running his video production and PR business and was actually working as a cameraman for the Polish TV station Polsat, when he learned about Polonia London Volleyball Club.

Bartek's ongoing ambition is to inspire other clubs in England to improve their products, therefore becoming more attractive to commercial partners. He treats volleyball as a long term project in his life. Always keen to try new things and not afraid of challenges. The philosophy behind all his actions is the same: "it's supposed to be hard. If it were easy, everyone would do it."

Married, lives in London.