

AGATA LANG

WARSAW, POLAND
TEL: (+48) 601 270 165
E-MAIL: AGATA.LANG@LANGTEAM.COM.PL



SUMMARY

Deeply accomplished operations and marketing leader with over 10 years of experience cooperating with national and international cycling unions and official cycling organizations. One of the stakeholders in Lang Team – owner and organizer of the largest annual sports event in Poland- Tour de Pologne UCI WT with a consistent track record of driving ROI and groundbreaking marketing programs which contributed to expansion of the race and overall growth of cycling in Poland. Strong and consistent track record in all areas of operations coupled with knowledge of marketing and, last but not least, road cycling regulations.

WORK EXPERIENCE

2008 – current
Poland, Warsaw

Chief Operations Officer
Lang Team LLC.

Driving revenue growth and expansion of Tour de Pologne UCI WT along with different amateur races. Working closely with the teams, national and international representatives of cycling federations. Responsible for overall organization and coordination of efforts while driving the strategy and team, including branding, positioning and promotion of the event.

- Managing the implementation of diverse sponsorship schemes, for example: Ferrero, Trentino, Fiat, Vienna Life, Hyundai, Colnago
- Drove the event to the World Class Tour by UCI
- Streamlined organizational process to drive savings while increase efficiency
- Improved communication strategy with main sponsors
- Works closely with teams management including: logistics, finance, accommodation
- Oversee strategic planning, sales support, public relations, messaging & positioning, market analysis and go-to-market strategies.
- Responsible for development of annual marketing plan including supporting tactics, resources, measurement as well as the budget
- Leads integration of social marketing and social media
- Leader of SEO project
- Responsible for contacts with external vendors (PR/advertising agencies etc)

- Promoting cycling among the youth and supporting young talents

2010 **Organized European Track Cycling Championships**

2015 – 2017 **Organized National Road Cycling Championships**

Since 2016 **Member of PCC**

Participates in regular meetings to of PCC. Active in collaborating with key stakeholders on UCI reform and it implementation.

2004-2008

Italy, Manerba del Garda

Sales and Design Manager

***Studio di progettazione ed
architettura Bortolotti***

- Design and implementing various real estate interior design projects
- Launching new products
- Daily support of dealership network
- Development of Public Relation programs

EDUCATION

2000 – 2004

Italy, Verona

Verona University Andrea Palladio

Interior Design

LANGUAGES

Italian – native speaker

Polish – native speaker

English – B2

HOBBIES & INTERESTS

Cycling, Art & design, travelling