



Piotr Tatara

WORK EXPERIENCE

European Commission

April 2018 – till now

- To advise on key elements and megatrends shaping longer term vision for the development of tourism, including its consequences for policy making, the next MFF and the agenda of the new Commission. To advise on building links with other EU policies, to the agenda of other organisations dealing with tourism

December 2017 – March 2018

- To provide expertise and know - how in aspects related to the promotion of Europe as tourist destination in the context of EU-China Tourism year 2018

Polish Tourist Organisation

2009 — 2017

- Management of projects implemented with EU funds within the Operational Programme Smart Growth 2014 – 2020
 - Promotion of Poland as the best medical tourism destination
 - Creation of Polish medical tourism product
 - Designing and organizing campaigns promoting tourism assets of Poland at foreign markets
 - Management and implementation of modern and efficient techniques in marketing campaigns promoting Poland abroad
- Management of two dedicated projects implemented with EU funds within the Operational Programme Innovative Economy 2007 - 2013:
 - Promotion of Poland as a destination at the European markets – the goals of campaigns was to strengthen position of the country at the international markets; campaign presented infrastructure and tourist attractions directly to the consumers; projects was ran in the period of 2009 - 2015 (project budget was 50 million euro)
 - Promotional and information campaigns about Poland at Asian markets in the period of 2013 - 2015 (project budget was 12 million euro)

- The initiator and co-author of strategic documents on development of tourism in Poland; leader in development of strategies how to promote Polish tourism abroad.
- The author of numerous presentations and papers on how to better develop tourism and gain value from tourist promotion

Polish Tourist Organisation

2007 — 2009

Marketing Planning Department - Expert

- Designing and organizing campaigns promoting tourism assets of Poland at foreign markets
- Management and implementation of modern and efficient techniques in marketing campaigns promoting Poland abroad

The Beskid Region Association – Euroregion

2004 – 2007

Director of the Office

- Implementation of cross-border cooperation projects between Poland-Czech Republic-Slovakia
- Support and organization of Border Community Cooperation
- A member of the Steering and Monitoring Committees of Operation Programmes: PHARE, Interreg III A, Innovative Economy.

Marshal's Office Silesian Voivodeship in Katowice

2000 – 2004

Department of Promotion, Tourism and Sport - Director

- Responsible for creating tourist image of Silesia in Poland and in Europe
- Creator of cooperation standards between private and public tourism sectors in the framework of public-private partnership
- Creator of many projects concerning tourist promotion of Silesia in domestic and foreign markets
- Co-founder of the Silesian Tourist Organization in 2002

City Hall in Bielsko Biala

1995 – 2000

Department of Promotion - Deputy Director

- Planning and implementation of promotional projects of Bielsko-Biala city in Poland and abroad
- Cooperation with foreign partner cities in promotion and attracting foreign investors

Tourist Office in Strasbourg

December 2000

Intern

- Internship in the offices of local and regional authorities in Strasbourg; studying, structures for the management of French tourism

Polish Tourist Organization office in London

October 1998

Intern

- Acquiring and understanding the UK as a source market for the development of tourist arrivals to Poland

EDUCATION

MA in Organization and Management

1978 — 1984

Silesian University of Technology

SKILLS

English (C1)

Project Management

Creation of strategy development

Negotiating

Organisational and structural management funding and campaigning management strong leadership abilities

