Robert Droździkowski



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About Me

I help teams find direction at critical moments. I work at the intersection of Product Marketing, Customer Insights, Brand and Communication, turning customer and market evidence into product and go-to-market decisions.

Selected impact: repositioned Wonga's offer and brand (+23% monthly growth in the target segment), rebuilt Dimedic's website as an online clinic (+1.5% conversion) and ran AI-supported evaluation of ~100 product ideas a year at Scope Fluidics.

Core strengths: Messaging • Customer Insights • Competitive Intelligence • Product Positioning • AI Workflows • Go-to-Market • Branding • Segmentation & ICP • Sales Enablement • Conversion

Professional Experience (selection)

05/2023 – 01/2026

Head of Research, Product Discovery

Scope Fluidics

Deep-tech venture studio (medtech): concepts evaluated before costly R&D investment.

- Designed an AI-supported workflow to evaluate ~100 ideas a year
- Tested 20–30 concepts a year: IDIs, surveys, netnography, costs
- Turned evidence into kill, pivot or go recommendations
- Bacteromic: per-market buying motives from 16 lab interviews
- Built a KOL recruitment system with EU/US experts
- Built the research function and AI-assisted research workflows

Impact: ~100 ideas a year • supported formation of 2 ventures

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03/2022 – 03/2023

Product Marketing Manager

Dimedic

Digital health platform growing from e-prescriptions into an online clinic (B2C + B2B).

- Message house from 15 patient interviews: one promise, three pillars
- Repositioned the service as an online clinic: new homepage and IA
- Pricing research (conjoint, PSM); prices made visible on the site
- Rebrand: board workshops, designer brief, logo tests (n=600)
- Wrote B2B positioning and first sales materials for an employer offer

Impact: +1.5% conversion • +25% SEO TOP10 visibility in 3 months

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04/2020 – 02/2022 **Product Marketing Manager**

Concept Box

- Peater: CRM-based segmentation of app users; 3 buyer personas
- Peater: VoC from 12 interviews turned into product priorities
- Exparto: B2B rebrand, brand book, battlecard vs category leader
- Dr Irena Eris: brand repositioning agreed by the owner and the board
- BGŻ BNP Paribas: SME insights for the bank's nationwide campaign

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05/2018 – 04/2020 **Head of Brand & Product Marketing**

Wonga

Consumer fintech (online loans) under regulatory pressure.

- Segmented Kantar bank-customer data into 5 segments (SPSS)
- Rebuilt the offer from 1 to 3 loan products with Product and UX
- Tested concepts and communication (CATI, FGI, usability)
- Ran the 360 launch (TV, YouTube, display) with team and agencies

Impact: +23% monthly growth in target segment • +10% spontaneous awareness • −12–18% negative associations

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06/2012 – 04/2018 **Founder / Product Marketing Lead**

conceptbox.pl

- Built a SaaS platform for crowdsourcing campaign ideas
- Vision, GTM and early user acquisition on ~PLN 500k EU funding
- Closed the product after a data-led product-market fit review

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Earlier: CPC Brand Consultants, Raiffeisen Polbank, Kantar Millward Brown.

Skills & Tools

Research: IDIs, surveys, segmentation, JTBD, conjoint, PSM, concept and usability testing, netnography

Tools: SPSS, GA4, Dovetail, Figma, Claude, n8n

Languages: Polish (native), English (C1)

Education & Certifications

1997 – 2002 Sociology, Master | University of Warsaw

Mastering Value Proposition, Mastering Business Model (Strategyzer) • Professional Scrum Product Owner I (Scrum.org) • Elephant AI: AI Agents No-Code • Automation with AI: n8n (CampusAI)