

## PhD Katarzyna Kita-Tokarczyk



PhD Katarzyna Kita-Tokarczyk graduated with MSci and PhD in chemistry at the Jagiellonian University in Krakow, in the meantime she also studied in the USA as Fulbright scholar and briefly in Spain, through a government academic collaboration program. Her scientific career began in Switzerland, where she was post-doc and lecturer, and continued as Senior Research Fellow in Leeds, UK. Later, she led projects, teams, and strategic growth areas in industrial R&D sectors for cosmetics, household care and chemicals, at Unilever and Clariant. Presently she works as Innovation Black Belt at Clariant, leading innovation projects with high strategic importance for the business. From the technical standpoint, Dr. Kita specialized in physical chemistry of materials typically used in cosmetics, cleaning products, as well as polymer composites and innovative materials for various applications.

The proposed topic of the seminar will be building and managing an own brand at the job marketplance, using marketing and business tools. The discussion will aim to encourage all participants to invest in their own brand, build a brand key to differentiate them on the job market, and to successfully manage their brand's perception. We will use business examples of commonly known brands, and discuss what lessons from product positioning can be learned when building our personal brand, and why should this help to find a job? We will use tools applied commonly in many sectors of industry and innovation, and discuss the speaker's real-life experiences from various institutions and countries.

[LinkedIn profile](#) of the Mentor