

Katarzyna Czuchaj-Łagód

Managing Director

Mobile Institute

Nowy Świat 41a

00-042 Warszawa - Poland

E-Mail: kasia@mobileinstitute.eu

Internet: <https://mobileinstitute.eu>

Mob: (+48) 664 446 226

pl.linkedin.com/in/kczuchaj/



- Co-founder and Managing Director of an innovative research company [Mobile Institute](#) specializing in tracking consumer trends, multi-channel customer satisfaction monitoring "customer listening" and supporting brands dialogue with their customers through "brand heroes" social platform.
- Expert and member of the Council within the [Polish Chamber of Digital Economy](#).
- Strategic advisor in the research and e-commerce areas for many brands, including publishers and retail companies.
- Speaker at numerous conferences devoted to the subject of consumers behavior and customer journey.
- Author and co-author of many publications on Polish shoppers (e.g. "M-commerce. I buy mobile", "mShopper", "Smart Living", "Customer Listening", "Digital Payments", "I like it or I buy it. Social commerce", "Smart Promotions") and dedicated to particular industries (e.g. fashion, interior design, travel, electronics, cosmetics).
- Between 2008 and 2013 Marketing and Research director in plt.pl / European Directories company.
- A graduate of the Warsaw School of Economics and a certified marketer of the Chartered Institute of Marketing.

The [Mobile Institute](#) is a modern research company - innovator & category changer in the Polish research market. The Institute promotes business that is friendly to consumers and provide companies management with market knowledge that till now has been beyond their reach. It wants market knowledge to be available to all that show interest and are eager to work on their products and services quality and development.

As the only research company in the Polish market it uses mobile devices as main media to communicate with consumers society and gets their opinions, insights and creative ideas. As the only research company in Poland it also offers omnichannel consumers opinions monitoring tool and friendly online reporting system.

By doing so, the Institute provides not only our customers constantly with market knowledge and survey results, but also opens innovation and crowd-sourcing solutions to develop their business and image control possibility. It also bears in mind consumers trends and habits, it knows they are active, busy and demanding. That's why the Institute reach them using mobile technology and friendly advanced tools that are not invasive and easy to use. After all... it's all about people!