

Polish Experts of Living Lab of Entrepreneurship



Meet our Experts of the Living Lab of Entrepreneurship!

They are the driving force behind LLE – an initiative that inspires, connects, and supports entrepreneurs at every stage of their journey.

Interreg
Baltic Sea Region



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LIVING LABS
NETWORK-
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RESILIENT ECONOMIES AND COMMUNITIES

Distance LAB

The DistanceLAB Project Team



Justyna Franczyk, Project Coordinator of DistanceLAB on behalf of RARR S.A., certified Project Manager – has many years of experience in managing projects financed by both EU and national funds. Since 2009, she has specialized in preparing applications, implementing, and settling both infrastructure projects and those aimed at the development of institutions and organizations.

She has supported social economy entities, led national and international initiatives, including Erasmus+, Interreg Baltic Sea Region, and Horizon Europe. She combines expert knowledge with the ability to build effective teams and lasting partnerships.



Małgorzata Kilian, Project Implementation Specialist.

A humanities graduate fascinated by new technologies, for 9 years she has coordinated international projects supporting cooperation between the creative, cultural, and scientific sectors. At RARR S.A., she works for the development of entrepreneurship and innovation, particularly in the field of sustainable development and the circular economy within the FCP sector.

She has experience in incubating and accelerating cross-sectoral cooperation, and within international collaboration, she shares good practices as well as CSR and ESG trends.

A graduate of the Pedagogical Academy of National Education Commission in Kraków, she also completed postgraduate studies in Regional Development at the University of Warsaw and in Eco-innovation Management at the University of Economics and Innovation in Lublin. She is an ESG Manager who strives in her work to combine solutions from different fields and to seek practical ways of supporting business.



The DistanceLAB Project Team

Anna Molter, LLE Specialist, PhD in Management and Quality Sciences, Assistant Professor at the University of Information Technology and Management in Rzeszów.

Her scientific and research interests include co-creation of innovation, creative partnerships, cross-sector collaboration, and shaping organizational culture and climate that foster development and learning. She studies phenomena related to digital culture and the digital society.

For years, she has been engaged in building bridges of cooperation between cultural institutions, the gaming industry, and new technologies, in processes of knowledge diffusion across sectors, and in co-creating value.

She is the author of the educational materials “Digital Society and Open Data” (project “Smart Cities for Young Generations: Safe, Green, Digital / Erasmus+ / ”); an expert in international cross-sector projects; and a university lecturer.



LLE Experts

Jakub Boratyn, graduate of the University of Information Technology and Management in Rzeszów (2024, Bachelor's degree in Management).

His academic interests focus on entrepreneurship, student entrepreneurship, and mentoring.

Between 2022–2024, he served as Chairman of the Council of Student Research Clubs. He was awarded Student of the Year 2022/2023 in the Scientist category, and Student of the Year 2023/2024 in the Leader category.

He is the organizer of hackathons such as HackCarpathia, AviaTech, and HackYeah, and a recipient of the Minister's Scholarship for Significant Scientific Achievements. He supervises two student research clubs: the Economic Research Club and Leading in Business.

In his free time, he is an enthusiast of board games, computer games, and traveling.



Urszula Binduga, PhD candidate at the College of Medical Sciences, University of Information Technology and Management in Rzeszów.

She is an Assistant at the Department of Civilization Diseases and Regenerative Medicine at UITM. A graduate of Tourism and Recreation at UITM, she also completed postgraduate studies in Dietetics and Nutrition Planning (UITM), Human Resource Management (University of Rzeszów), as well as qualifying studies in Pedagogical Preparation (University of Economics and Innovation in Lublin).

Between 2019–2023, she served as Vice-Dean of the College of Medical Sciences for the Dietetics program. She collaborates with the UITM Office for Sustainable Development.

An academic teacher, she conducts workshops at the Academic High School, at the Academy 50+, and within postgraduate studies in Psychodietetics. She has also been a TEDx Countdown speaker.



LLE Experts

Wioletta Choma-Wiątek, with over 14 years of experience in implementing and managing projects financed by both national and European funds, including cooperation and advisory support for enterprises and startups.

From 2015 to 2019, she served as Director of the Academic Business Incubator at the University of Information Technology and Management in Rzeszów, where she managed the incubator's operations, coordinated tasks related to academic entrepreneurship, and actively participated in the acceleration of ideas and development of business models.

Between 2020–2024, she coordinated R&D projects with university involvement as Coordinator for Commercialization and Technology Transfer, where she initiated cooperation between academia and business, particularly in the area of R&D projects.

Since 2024, she has been serving as Program Director at the Podkarpackie Innovation Center.



Łukasz Cywiński, Assistant Professor at the Department of Entrepreneurship, PhD in Social Sciences in the discipline of Economics and Finance (University of Gdańsk).

He is a graduate of the University of Central Lancashire in Preston (Bachelor of Arts) and completed postgraduate studies in Python for Artificial Intelligence at the Polish-Japanese Academy of Information Technology.

He is the author of scientific publications that combine classical and spatial econometrics with modern data visualization techniques, with particular focus on the analysis of economic processes and development policy. His doctoral dissertation, "Spillover Effects of Foreign Direct Investment. The Role of State Policy in Attracting Investment Generating Such Effects", focused on examining the impact of FDI on the host country's economy.

Since 2013, he has been teaching courses in microeconomics, macroeconomics, international finance, international business, as well as subjects related to the digital economy, such as blockchain. He has programming skills in R, Python, and SQL. Currently, he is developing research on the applications of spatial interactions in machine learning and neural networks, recognizing their potential both in research projects and commercial applications.



LLE Experts

Maciej Druto, PhD in Economics, President of the Board of the Baltic Connections Foundation.

Since 1995, he has been active in the business applications of information technology across sectors such as retail, education, industry, energy, transport, urban infrastructure, business intelligence, analytics, prediction, forecasting, and security.

He has worked for IBM, HP, SAS Institute, and ran his own company, Info-Trade Ltd., being a pioneer in the digitalization of higher education.



Artur Karwatka, graduate of the Faculty of Mathematics and Computer Science at Adam Mickiewicz University in Poznań and EMBA from the Warsaw University of Technology Business School. He completed postgraduate studies in IT Project Management, Business Informatics, and the Brand Strategy School at SKM SAR.

He has over 25 years of professional experience, managing IT areas and teams in small, medium, and large organizations across various industries, including both corporations and family-owned companies, such as the CD Projekt Group. He co-managed the IT integration strategy across Veolia Group's divisions in Poland and was formerly a research associate at IBS PAN.

He teaches computer science at the Managerial Academy of Applied Sciences in Warsaw, additionally serving on the Program Council and Quality of Education Team in the Computer Science program, and acts as a mentor in the MANS Academic Mentoring project.



LLE Experts

Maciej Kryński, Senior Specialist at the Rzeszowska Agencja Rozwoju Regionalnego and certified Project Manager.

He conducts training and provides consultancy on starting and developing business activities using European funding. He develops business models for projects, including their schedules and budgets, and coordinates project reporting and financial settlements.

For many years, he has worked with entrepreneurs from the SME sector as a European Funds Consultant and as an expert evaluating applications, including those in the IT industry. Since 2017, as Incubation Manager within successive editions of the Startup Platforms, he has helped startups create innovative products and services.

He is also an evaluating expert and mentor at various startup events, such as StartUpMixer Academic Business Incubators, NASA Space Apps Challenge, StartupMix City of Rzeszów, ProtoLab PCI Rzeszów Academy, and the AI Hackathon Stalowa Wola.



LLE Experts

Agnieszka Łasut, educated at the Silesian University of Technology – one of the top technical universities in Poland. She studied Environmental Protection and early on focused on modern technologies, developing a career path in technology industries while also honing her interpersonal skills and talent for building human teams, supported by postgraduate studies in Business Management.

Since 2018, she has co-created and implemented one of the most innovative technology ventures in Poland in the field of the Internet of Things – the ELIoT Pro system, which, as one of the few projects from Poland in the entire history of the SME Instrument / Horizon 2020 program, received funding from the European Commission. She spearheaded the first pilot implementations of the ELIoT Pro system, deploying one of the most innovative solutions globally in cybersecurity for Smart Buildings, Industrial Automation, and Smart Cities. A particular success was the preparation and execution of the world premiere of the ELIoT Pro system and the presentation of a joint pilot project with the City of Katowice during Cybersec Forum 2019 in Katowice.

As an entrepreneurial leader, she is co-founder and CEO of Smart Secure Networks Ltd., coordinator of the Polish IoT & AI Cluster – SINOTAIC. She co-created the concept and consortium Smart Secure Cities, which received one of the highest scores in the Polish nomination for the European Commission's European Digital Innovation Hubs (EDIH) competition. She is also a co-creator of educational programs in cybersecurity and a co-designer and implementer of the cyber-physical educational and demonstration project IoT Innovation Showroom.



LLE Experts

Anna Mazurkiewicz, PhD in Economics in the discipline of Management Sciences, Assistant Professor at the University of Rzeszów.

Her research and academic interests include human resource management, talent management, career management, motivation, and leadership. She is the author of numerous publications on intellectual capital, including its valuation.

She teaches courses on the valuation of tangible assets (real estate, enterprises) and has many years of experience collaborating with public administration representatives and business practitioners within postgraduate programs, including the Master of Business Administration (MBA) program.



Michalina Mróz, graduate in International Relations and Business Management from Rzeszów University of Technology, and postgraduate studies in Human Resource Management at the University of Information Technology and Management in Rzeszów. For many years, she has been affiliated with UITM, where she serves as Director of the Technology and Entrepreneurship Transfer Center and as an academic lecturer.

She specializes in developing soft skills, interpersonal communication, public speaking, and academic entrepreneurship. As a Project Manager and Pitching Coach, she coordinates initiatives at the intersection of science and business, supporting technology transfer, building strategic partnerships, and collaborating with national accelerators and venture capital funds.

She has gained experience as a speaker and panelist at international events, including those organized by Times Higher Education, and has also organized numerous entrepreneurial events and competitions, including hackathons and workshops. Since 2023, she has been involved with the Principles for Responsible Management Education (PRME) initiative under the UN. She currently serves as Vice President of the Board of PRME Chapter Poland, coordinating activities in the spirit of responsible management and the development of future leaders.

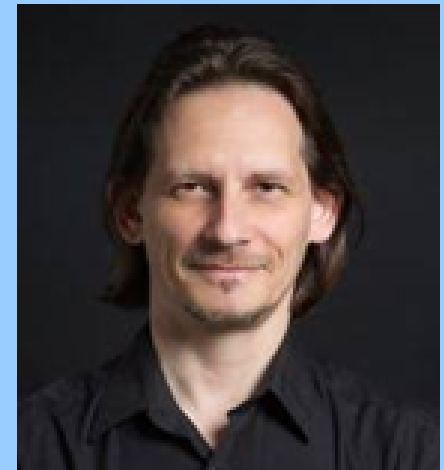


LLE Experts

Marek Ostafil, entrepreneur, manager, advisor, and lecturer with many years of experience in advanced technologies. He is a co-founder of companies in the IoT and cybersecurity sectors. He initiated the Polish IoT & AI Cluster – SINOTAIC, which integrates and helps develop the IoT/AI market in Poland, and co-created the IoT Innovation Showroom.

He has participated in building innovation ecosystems in Poland and the EU, including working groups on industrial cybersecurity and supply chains at the Chancellery of the Prime Minister (KPRM). He is an expert for the Foundation of the Future Industry Platform and an analyst at the Kościuszko Institute in the field of cybersecurity.

He has taught IoT cybersecurity at the Silesian University of Technology and as a guest lecturer at AGH University in Kraków, and is the author of scientific publications and articles on Industry 4.0 and cybersecurity.



Teresa Piecuch, habilitated doctor in Management and Quality Sciences, Professor at Rzeszów University of Technology. She is a faculty member of the Faculty of Management, Department of Business Management.

Her research interests focus on organization, management, entrepreneurship, and organizational behavior. She is the author or co-author of approximately 120 publications (books, scientific articles, and book chapters, in Polish and English), primarily in the field of entrepreneurship, especially individual entrepreneurship related to SMEs, corporate entrepreneurship (including intrapreneurship), family and social entrepreneurship, women's entrepreneurship, and the entrepreneurial behaviors of young people, including Generation Z.

Recently, her research has focused on green aspects of management, including sustainable development, circular economy, renewable energy, and emerging trends in entrepreneurship such as senior, immigrant, inclusive, and green entrepreneurship.



LLE Experts

Magdalena Skotnicka, graduate of Jagiellonian University in Kraków, WSPiA Rzeszów School of Higher Education, and the University of Warsaw. She works at the City of Rzeszów Office, coordinating international cooperation, supporting investors, and organizing economic events.

She is particularly interested in initiatives related to energy transition, circular economy, and innovations supporting the sustainable development of cities.



Ireneusz Tomczak, entrepreneur, investor, and expert specializing in digital transformation, commercialization of innovative business projects, and value creation, particularly in EdTech, GovTech, and Smart Cities.

For 15 years, he has been running the Digital Knowledge Observatory Foundation, through which he builds a holistic ecosystem supporting the creation of innovations—from ideas in accelerators such as EdTechHub – Public Innovations, Edu Space, and Surferzy Wiedzy, to broad advisory services via Digital Knowledge Village, and capital support through the EdTechHub Investment Fund.



LLE Experts

Sylwia Wrona, Professor at the University of Economics in Wrocław. She is an academic lecturer, tutor, researcher, consultant, certified business trainer, facilitator, and moderator of Design Thinking. She is a member of Polska Innowacyjna and the Polish Scientific Marketing Society.

She is the author of scientific publications, expert reports, and R&D projects in marketing and management, both nationally and internationally, and co-author of the book “Creating a Corporate Brand”. Her research and practical interests focus on brand management, UXD, creative thinking, team problem-solving, business communication, and image building.

She combines academic work with practice by implementing advisory, training, and development projects. She conducts workshops on business communication, etiquette, self-presentation, image creation, creative thinking, innovative solution design using Design Thinking, and team problem-solving based on her proprietary LIFT – Learning in Facilitated Teams method.



LLE Experts

Włodzimierz Zięba, employed at the University of Rzeszów since October 1998. He is the author of several dozen scientific articles and books, including: *Byt i recens. Prolegomena do ontologii Józefa Bańki*, Tyczyn b.r.w., WSSG in Tyczyn, 105 pp.; *Dekonstrukcja metafizyki. Powstanie* (J. Derrida) – *Rozkwit* – *Niespełnienie* (R. Rorty), UR Publishing, Rzeszów 2009, 355 pp.; *Ontologiczne modele tożsamości osobowej. Symplifyzm Romana Ingardena i redukcjonizm Dereka Parfita*, University of Rzeszów Press, Rzeszów 2021, 428 pp.

He is a member of the Main Board of the Association of Philosophers of Slavic Countries and since January 2022 has served as Chair of the Rzeszów Branch of the Polish Philosophical Society.

He has taught ethics at various institutions, including: III High School named after Cyprian Kamil Norwid in Rzeszów (2013–2016); Bilingual Gymnasium in Boguchwała (2016–2019); and High School in Boguchwała (2016–2022). He has also taught philosophy at Bilingual Gymnasium in Boguchwała (2016–2019), Montessori Primary School with Bilingual Departments in Boguchwała (2018–2019), and High School in Boguchwała (2019–2022).

At the University of Rzeszów, he has conducted courses in Theory of Being, Methodology of Sciences, Research Methodology, Introduction to Philosophy, Metaphilosophy, Life Coaching, and Cultural Identities.



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