

Michał Kozłowski

Top-up Team Manager · Prepaid, eSIM, distribution

PhD in Management and Quality Sciences · Warsaw, Poland

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PROFILE

For 15 years I have been developing prepaid at Play, on the side that decides whether a customer can buy the service at all: top-ups and distribution. I manage the electronic top-up team (eVoucher, online TopUp) and our relationships with retail chains and payment partners. In 2026, as business owner, I brought prepaid eSIM starter packs to market: the first Play prepaid eSIM available off the shelf, in Play stores and at outlets in airports and railway stations. I also serve as Business Continuity Coordinator for the Prepaid Department.

PROFESSIONAL EXPERIENCE

Top-up Team Manager

Sep 2015 – present

Play (P4 Sp. z o.o.), Warsaw · full-time

- Responsible for electronic top-ups in the prepaid segment: eVouchers, online top-ups, and cooperation with the network of distributors and retail partners.
- Leading the team and developing offline and online sales channels.
- **2016** — introduction of mandatory prepaid SIM registration: took over selected distribution partners and supported the adaptation of sales processes to the new legal requirements.
- **2026** — business owner of prepaid eSIM starter packs: brought the product to market, coordinating packaging, distribution channels, language versions, and materials and sales arguments for retail partners. The launch was covered by leading Polish tech media (Spider's Web, Antyweb, Telepolis, Tabletowo).
- **AI in practice** — building AI-supported tools for the department: a field activity register in SharePoint automated with Power Automate (record-level permissions, customer database migration) and a gamification solution for the sales incentive programme. Hosted a company-wide webinar on practical uses of AI for several hundred participants.

Business Continuity Coordinator, Prepaid Department

Jan 2024 – present

Play (P4 Sp. z o.o.), Warsaw · concurrent role

- Conducting business impact analysis (BIA): identifying critical processes, maximum tolerable downtime and interdependencies between areas.
- Identifying and assessing operational risks in prepaid distribution and sales.
- Coordinating contingency plan tests and maintaining the operational readiness of key processes.

Regional Sales Coordinator

Feb 2015 – Aug 2015

Play (P4 Sp. z o.o.), Warsaw

- Developing and maintaining relationships with retail partners in the region; supporting sales in the distribution channel.

Top-up Specialist

Jan 2011 – Jan 2015

Play (P4 Sp. z o.o.), Warsaw

- Managing the top-up process in the offline (eVoucher) and online (TopUp) channels; day-to-day operations and development of top-up channels.

EDUCATION

PhD in Management and Quality Sciences

University of Warsaw · 2015–2022

Dissertation: “Cultural functions of mentoring in the light of Michel Foucault’s thought”

MA, International Economic Relations

SGH Warsaw School of Economics · 2013–2015

MA, Management

University of Warsaw, Faculty of Management · 2007–2012

BA, Finance and Accounting

University of Warsaw, Faculty of Management

BA, Management

University of Warsaw, Faculty of Management

SKILLS

Product and distribution: product management, business product ownership, retail distribution, sales channel management, go-to-market, partner relationship management, commercial negotiations.

Telecommunications: prepaid, eSIM, electronic top-ups, eVoucher, prepaid SIM registration, competitive analysis.

Tools: SharePoint, Power Automate, MS Excel, practical use of AI tools in operational work.

Business continuity: BCM, business impact analysis (BIA), operational risk management, contingency plans.

Management: team management, project management, cross-functional collaboration, internal presentations.

Languages: Polish (native), English — C1 (Certificate in Advanced English, University of Cambridge).

CERTIFICATES AND ACTIVITIES

Certificate in Advanced English (CAE) — C1

University of Cambridge

Commercial Negotiations

McHayes & StewardGroup

Coaching Fundamentals

IBD Business School

President of the Student Council

University of Warsaw, Faculty of Management · 2009–2010

President, SIFE University of Warsaw

Enactus · 2008–2009

Led the project team and secured partners.

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