SYLWIA KACPRZAK

Marketing Leader | Paid Media & Brand | Tech, Gaming & AI

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Open to Head of Marketing, Marketing Director and Head of Paid Media roles: full-time in sport and health tech, fractional (2–3 days a week) or contract across tech, AI and health tech · Full right to work in the UK

+14%
above the incrementality benchmark for net new sales, with a super lean team

$30K–$120M+
budgets, from lean tests to Europe-wide launches

+40%
retail media ROAS across five Microsoft businesses

+98%
affiliate revenue in a year, the biggest growth of any Microsoft Store market globally

–30%
campaigns in market with bigger impact, now a global planning standard across Microsoft

PROFILE

Director-level marketing leader with 17+ years in brand, paid media and growth, including 13 at Microsoft across Copilot, Xbox, Windows, Surface and Microsoft 365. I set the strategy, know every channel in detail, and make budgets from $30K to $120M+ work harder, bringing teams, agencies and partners behind one plan.

EXPERIENCE

MICROSOFT · LONDON

Senior Marketing Lead, Copilot Media, EMEA — *Feb 2025 – Nov 2026*

Operating at director level.

- Won net new customers for Copilot in one of tech's most crowded markets, beating the incrementality benchmark by 14% at 11% lower cost per new customer, with a super lean team.
- Built UK campaigns around the moments people love: the FIFA World Cup (England v Norway, around 18 million viewers), Six Nations and Formula 1, with TV, audio, YouTube, mobile and social working as one plan.
- Used AI daily to analyse weekly results, summarise performance and draft briefs, so budget decisions moved in days, not weeks.
- Turned creator content into paid media on TikTok and LinkedIn, where it beat brand ads with click rates at least five times higher, and led the UK move to Microsoft's new media agency mid-World Cup.

Consumer Marketing Lead, Head of Xbox Media, EMEA — *Sep 2023 – Jan 2025*

- Brought UK, French, German and Polish investment into joined-up EMEA campaigns for consoles, Game Pass, games, cloud and PC, cutting costs and winning added value from partners.
- Ran Xbox's Power Your Dreams holiday campaign in the UK and Germany: five-figure console sales on Amazon, up to 19 points higher UK purchase intent, and an Outernet London takeover with location-targeted ads at 2.4x the click benchmark.
- Led the Senua's Saga: Hellblade II launch, adding landmark projections in the UK and Germany in one week, from the White Cliffs of Dover to Berlin. Microsoft Brand Love Award winner.

Marketing Lead, Head of Retail Media, EMEA — *Jun 2022 – Sep 2023*

- Turned fragmented retail media into one always-on EMEA programme across five Microsoft businesses, lifting ROAS by 40%. Other regions copied it.
- Rolled it out across ten markets with key retail partners in the UK, France, Germany and Spain, including Currys, Amazon, MediaMarkt and Fnac.

CORE SKILLS

- Marketing Strategy & Leadership
- Paid Media Strategy, Planning & Buying
- Linear TV, BVOD, CTV, Cinema, OOH, Audio, Podcast, Social, Search, Programmatic, Affiliate & Retail Media
- Brand Building
- Integrated Campaigns
- Creator & Influencer Marketing
- Experiential, Partnerships & Co-marketing
- Measurement, Incrementality & MMM
- P&L & Budget Management
- Media Agency Management
- Subscription Marketing
- AI in Marketing
- Team & Stakeholder Leadership

MEDIA CHANNELS

Linear TV · BVOD & Streaming · CTV · Cinema · Out-of-home · Audio · Podcast · Social · Influencers & Creators · Search · Programmatic · Affiliate · Retail Media

EXPERIENCE, CONTINUED

MICROSOFT · LONDON

Modern Life Devices & International Operations Media Lead, Global Media *Jun 2020 – Jun 2022*

- Wrote the Windows field planning guidance for EMEA (fewer, bigger, better), cutting campaigns in market by 30%; adopted globally by other lines of business, including Surface and Xbox.
- Led Windows 11 launch media for the UK and France, with oversight of Germany: purchase intent up 24 points among UK iPhone users and impressions 32% above plan.

Consumer Marketing Lead, Global Media UK *May 2018 – May 2020*

- Joined up UK media across digital, retail and in-store, including the launch of Europe's first Microsoft Store flagship at Oxford Circus, London (2019).
- Brought the same approach back for Black Friday and Boxing Week, reaching almost a million people in the first burst.

Performance Marketing Lead, UK&I, Digital Stores *Feb 2016 – May 2018*

- Owned online store revenue targets; grew UK affiliate revenue 98% in a year, the biggest growth of any Microsoft Store market globally, and sold out an Xbox console launch on pre-order, an EMEA first.
- Launched EMEA's first Microsoft Affiliate Summit in London (2017) for the top 40 publishers across EMEA, partners driving over $0.5B in sales.

Marketing Manager UK&I and E-commerce Merchandising Lead EMEA, Digital Stores *Dec 2013 – Jan 2016*

- Owned an eight-figure P&L and led a team of seven.
- Built the Office 365 Renewal Centre on Microsoft Store from scratch, joining every renewal route into one easy checkout, adding six-figure renewal sales; later rolled out globally.

EARLIER CAREER

International Marketing Manager, 7digital *2013*

- Grew traffic 30% and the conversion rate by 3 percentage points for the music download store.

Marketing Manager, Frequency Telecom *2010 – 2013*

- Made the Cel-Fi website the source of over half of company sales, growing web traffic 1,200% across 15 brands.

SPORT

Euroleague Basketball Delegate *2022 – Present*

- Freelance for Euroleague's competitions department, auditing BKT EuroCup games in London: game rules, safety, fan experience, broadcast and sponsor requirements, working with HQ, referees, clubs, broadcasters, security and medical teams.

Guest Lecturer, Paid Media & Sports Marketing, Euroleague Basketball Institute MBA *2024 – 2025*

Marketing Executive & Academy Coach, Guildford Heat (British Basketball League) *2009 – 2010*

- Grew ticket sales 35% in one season and launched the BBL's most popular YouTube channel.

EDUCATION

Executive Master's, Sports Management & Marketing
Euroleague Basketball Institute & Ca' Foscari University of Venice · 2015
Final project on UK basketball ticketing; took part in the Euroleague Final Four with full behind-the-scenes access.

Postgraduate Diploma, Psychology in Business
WSB School of Banking & Franklin University · 2020

MSc Communication & International Marketing
University of Surrey · 2010

BSc (Hons) Business Management
University of Surrey, including a semester at the University of Central Florida · 2009
Captain of the university basketball team.

CERTIFICATIONS & LEADERSHIP

Certified Holistic Health Coach (2025)

Nutrition Coach, Food Matters Institute (2024)

FT Non-Executive Director Programme

AI Advantage Bootcamp

Business Manager to the Chair and Board, Women at Microsoft UK

AWARDS

Microsoft Brand Love Award winner for Senua's Saga: Hellblade II

Microsoft Business Impact Award

Consistent Business Impact Award

LANGUAGES

English
Fluent

Polish
Native

13 years as the buyer.
Agencies, media owners and sponsors pitched to me. I know what makes a brand sign and renew.