SYLWIA KACPRZAK

Marketing Leader | Sport, Fan Growth, Ticketing & Media

London, UK (hybrid, or remote on UK hours) · +44 773 338 7568 · sylwia.kacprzak@gmail.com · linkedin.com/in/sylwiakacprzak · sylwiakacprzak.com

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

+35%
ticket sales in one season at Guildford Heat (BBL)

18M
viewers: Copilot around England v Norway at the FIFA World Cup

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

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

Since 2022
Euroleague Basketball Delegate at BKT EuroCup games in London

PROFILE

Marketing leader who knows sport from the inside. I started in ticketing and match-day operations at Wimbledon and Euroleague basketball, grew a BBL club's ticket sales by 35%, and today work freelance as a Euroleague delegate at EuroCup games in London. Thirteen years at Microsoft taught me to run fan-first campaigns at scale, on budgets from $30K to $120M+.

EXPERIENCE

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, helped by a staff referral and ticket-sales incentive scheme I created.
- Rebuilt the club website and search strategy (around 200% more traffic and engagement) and launched the BBL's most popular YouTube channel.
- Revamped the newsletter and game nights (including a cheerleading squad), added a student offer, and put the players at the centre of our marketing.
- Coached the U14 and U16 girls' academy teams.

Marketing Coordinator & Ticketing, Wimbledon and Asseco Prokom (Euroleague) *2005 – 2008*

- Part-time, alongside university: coordinated ticketing and match-day operations at The Championships, Wimbledon, and at the Polish club that went on to reach the Euroleague Elite 8.

CORE SKILLS

Sports Marketing
Fan Engagement & Growth
Ticketing & Season Tickets
Subscriptions & Renewals
Match-day & Live Experiences
Sponsorship & Partnerships
Brand Strategy
Paid Media
Creator & Influencer Marketing
CRM & Data Insight
Budget & P&L Management
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

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.

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.

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.

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

- 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*

- Grew UK affiliate revenue 98% in a year, the biggest growth of any Microsoft Store market globally.
- 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*

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.

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

INTERESTS

Basketball (playing since age six), tennis, padel, health and wellbeing.

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