

Wrocław, 1 February 2021

Sławomir Majchrowski joins the management board of Selena Group

The Supervisory Board has appointed Sławomir Majchrowski to the management board of Selena FM S.A. as Chief Commercial Officer (CCO).

Sławomir Majchrowski has been with Selena Group since the beginning of 2020. Previously, he served as Director of the Interior & Decoration Division. He was responsible for shaping the Division's strategy and delivery of its business goals in Poland and in all foreign markets where Selena distributes its products.

“By managing the Interior & Decoration Division I was able to become familiar with Selena’s markets. Now, after a year, I’m absolutely confident that Selena is a thriving, global company with its strong own brand Tytan Professional. It’s an innovator that keeps implementing new technologies in a world of constant change. And this also requires continuous work on improving sales processes”, said Sławomir Majchrowski, the CCO of Selena FM S.A.

In his new role, Sławomir Majchrowski will be responsible for shaping the sales strategy in over 100 markets in which Selena Group is present. One of the priorities will be to expand the distribution network and attract new business.

“Selena did its homework very well in the new, pandemic conditions, and this is paying off. We have a suite of tools that we use to help our customers and distributors around the world. Managing a company in these highly volatile times is a challenge and responsibility. The cooperation of the whole international team of Selena Group based on sharing knowledge about end users’ expectations, market challenges and trends is, in my opinion, the best way to shape the future together. The speed of construction, health and safety, and climate change, including energy efficiency, are gaining on importance in our industry. Our product solutions, the Fast & Pro offer, for example, and the Tytan WINS standard, perfectly respond to these challenges. At the moment, our priorities are Eastern Europe, Poland and Spain, where we have an extensive partner network, but we are working increasingly hard on expansion in Western Europe and both Americas”, Majchrowski added.

The new CCO of Selena FM S.A. graduated from the Faculty of Chemistry of the Wrocław University of Technology, and from the Wrocław University of Economics. He also completed management programmes at INSEAD and the ICAN Institute. In the past, he worked with PPG Deco Polska, a global manufacturer of paints and coatings, where held the role of CEO and Regional Marketing Director for Central Europe until 2019.

“In my spare time I follow my passions: motoring and music. Sadly, the pandemic has deprived us of concerts, but we can always resort to live recordings. I recommend the phenomenal release of the last tour by Roger Waters with Pink Floyd, an unforgettable experience, especially as I saw one of the concerts of this tour live in Krakow”, Sławomir Majchrowski added.

In previous years, he worked for SigmaKalon and Polifarb Cieszyn Wrocław S.A., where he held the positions of Regional Sales Manager, Marketing Manager, Marketing Director and Management Board Member. He was one of the key people working on development of the Dekoral brand.

Currently, the company's management board headed by Krzysztof Domarecki consists of five people. In addition to Sławomir Majchrowski appointed as Chief Commercial Officer, the board includes Christian Dölle, Chief Marketing Officer, Jacek Michalak, Chief Financial Officer, and Marek Tomanek, Chief Operating Officer.

Selena is a global leader and distributor of construction chemicals and one of the four largest global producers of mounting foams for construction. The Group's product range includes foams, sealants, adhesives, waterproofing products, insulation systems, fastenings and complementary products. It comprises 35 companies in 17 countries. The Group's manufacturing plants are located in Poland, Brazil, South Korea, China, Romania, Turkey, Spain and Kazakhstan.

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Selena Group received multiple awards in the most prestigious rankings, including:

- The title of "Investor without borders", a distinction awarded by the European Economic Congress 2020
- The "Teraz Polska" accolade for the TYTAN 60 SECONDS foam adhesive
- Hidden Champion in the report prepared for the European Bank for Reconstruction and Development (EBRD)
- "Forbes Diamond 2020" award
- Economic Award of the President of Poland in the "Sustainable Success" category
- The "Teraz Polska" accolade in the "Foreign Investment" category
- the "Jedynka Gazety Wyborczej" award for the "30th Anniversary Companies chosen by Gazeta Wyborcza" for significant contribution to the region's development

Awards granted to the company's founder Krzysztof Domarecki include, for example:

- Medal of Poland's 100th Independence Anniversary in recognition of his contribution to the Polish economy;
- Wektor 2017, an award from Employers of the Republic of Poland
- The "Personality of Lower Silesia" award in the "Business Stars" competition as part of the Lower Silesian Economic Plebiscite.

The Group was also awarded for the innovation of its products:

- In 2018 and 2020, for the seventh and eighth time, it was honored with the title: "Construction Company of the Year"

- Golden Emblem of the Consumer Quality Leader 2018 in the “silicones and foams” category

Selena's modern products of highest quality are appreciated by the Group's partners and customers in 100 countries. The Group's portfolio is topped by such outstanding brands as: Tytan Professional, Quilosa, Artelit and Cool-R. In April 2008, the shares of Selena FM S.A., the Group's holding entity, became admitted to trading on Warsaw Stock Exchange.