

JAKUB PIORKOWSKI

PROFESSIONAL PROFILE

A seasoned strategic advisor, forward-thinking investor, and transformative leader with over a decade of experience guiding multinational organisations towards sustained growth and enhanced stakeholder value. My career is defined by a rigorous focus on long-term strategy, ethical governance, and the responsible adoption of breakthrough technologies—particularly blockchain, decentralised finance (DeFi), and advanced artificial intelligence (AI)—to foster innovation, mitigate risk, and strengthen competitive positions in ever-evolving marketplaces.

Combining deep technological acumen with insights drawn from leadership psychology, behavioural sciences, neuromarketing, and mindfulness, I create frameworks that sharpen decision-making, optimise corporate cultures, and unlock human potential. As the founder and CEO of international ventures spanning the UK, the UAE, Germany, and Poland, I have orchestrated complex growth initiatives, implemented transformative operating models, and maintained exemplary compliance standards. Operating at the intersection of strategic foresight, technological disruption, and ethical leadership, I empower boards and senior teams to navigate uncertainty, uphold best-in-class governance, and deliver sustainable, measurable results.

SELECTED KEY SKILLS AND CAPABILITIES

- Strategic Vision & Market Insight:
- Global Market Development: Proficiency in identifying emerging market opportunities, designing tailored market-entry strategies, and orchestrating multinational expansions that deliver long-term value.
- Scenario Planning & Predictive Analytics: Expert in employing advanced analytics, AI-driven forecasting, and scenario modelling to anticipate disruptive forces, inform resource allocation, and balance diversification strategies. Technological Prowess
- (Blockchain, DeFi, AI):
- Decentralised Architectures & Tokenisation: Skilled at conceptualising token-based ecosystems, integrating smart contracts, and utilising decentralised infrastructures to enhance transparency, security, and stakeholder engagement.
- AI-Driven Decision Frameworks: Adept at embedding machine learning and predictive analytics within strategic, operational, and due diligence processes, refining decision quality, reducing latency, and improving risk assessments.
- Corporate Governance, Compliance & Ethical Leadership:
- Robust Oversight Mechanisms: Ability to implement agile governance structures, ensuring adherence to stringent regulatory standards, fostering accountability, and enhancing board oversight.
- Ethical & Responsible Innovation: Committed to deploying cutting-edge technologies responsibly, safeguarding data privacy, minimising algorithmic bias, and aligning innovation with societal and environmental considerations. Psychological Insight &
- Leadership Excellence:
- Behavioural Science & Emotional Intelligence (EI): Leveraging tools such as NLP, RBT, and neuromarketing to elevate communication, negotiation, and conflict resolution, thereby strengthening consensus-building at board and executive levels.
- Mindfulness & Cognitive Resilience: Applying advanced mindfulness techniques, mental conditioning, and stress reduction strategies to maintain clarity, resilience, and strategic composure, particularly in high-pressure environments.
- Operational Optimisation & Organisational Development:
- Human Capital Enhancement: Skilled at nurturing talent pipelines, developing leadership potential, and fostering collaborative, high-performance cultures that drive innovation, creativity, and adaptability.
- Value Chain Optimisation & Cost Management: Capable of assessing complex supply chains, implementing sustainable procurement strategies, and refining operational processes, leading to cost reductions, improved ESG outcomes, and elevated brand reputation.

PROFESSIONAL EXPERIENCE

Founder & CEO

Novus Point | London & Dubai

2023–Present

- Advise senior leadership teams on integrating blockchain ecosystems, DeFi solutions, and AI-based analytics into their strategic blueprints, ensuring alignment with regulatory imperatives and market dynamics.
- Design and implement tokenisation strategies, leverage real-time data insights to rene investment priorities, and enhance operational agility, ensuring competitive resilience and stakeholder confidence.

Founder & CEO

Buideo Limited | London

2014–Present

- Developed a specialised firm delivering luxury re-outs and high-end refurbishments for global hospitality groups (e.g., Hilton, Holiday Inn), achieving consistently exceptional client retention (>90%).
- Led advanced project management reforms, streamlined procurement and supply chains, and pioneered sustainable building techniques, underpinning trust and lasting partnerships with international clientele.

Blockchain and Emerging Technologies Investor & Strategic Advisor

Buideo Limited | London

2018–Present

- Provided strategic guidance and operational oversight to over 100 high-potential ventures in blockchain, DeFi, NFT, metaverse, and AI domains, accelerating their market ascendancy and brand credibility.
- Assisted founders in refining product-market fit, enhancing tokenomics, and complying with complex regulatory landscapes, resulting in robust value generation and leadership within their respective sectors.

Strategic Advisor

Various Companies in Poland, UAE, Germany & UK

2010–Present

- Supported corporate boards and executive teams in orchestrating market entries, mergers, restructurings, and integrations, ensuring seamless cultural alignment, operational synergies, and performance uplift.
- Embedded psychologically informed frameworks to bolster decision-making acuity, talent retention, and stakeholder trust, reinforcing each organisation's strategic narrative and ethical foundations.

EDUCATION & EXECUTIVE TRAINING

Technische Universität Dresden

Civil Engineering Studies

Gained an analytical foundation in managing complex, large-scale projects, integrating sustainability principles, and delivering infrastructural undertakings with environmental and social rigour.

University of Oxford

Oxford Artificial Intelligence Programme

Acquired methodologies for deploying AI ethically and responsibly, emphasising data integrity, unbiased algorithmic decision-making, and alignment with regulatory guidelines. Developed capabilities for employing AI to anticipate market shifts, optimise resource allocation, and rene governance standards.

University of Cambridge

Strategic Thinking for the CXO

Elevated strategic planning skills, exploring case studies and advanced frameworks that empower executives to outmanoeuvre competitors, orchestrate transformations, and sustain growth in volatile market landscapes.

Imperial College Business School

Advanced Investment Strategies (Private Courses)

Strengthened expertise in complex financial structures, valuation methodologies, and dynamic portfolio management approaches, enabling informed risk management and holistic, evidence-based capital deployment.

MBA

Psychology of Leadership

Integrated scientific psychology with executive leadership, cultivating emotional intelligence, empathetic communication, and transformative problem-solving. Mastered frameworks to guide organisations through cultural shifts, innovation cycles, and changing stakeholder expectations.

EXTENDED TRAINING & CERTIFICATIONS

- Neuromarketing, NLP & RBT Mastery: Enhanced influence, negotiation, and stakeholder engagement through deep understanding of cognitive biases, decision heuristics, and emotional triggers. Elevated board-level interactions, accelerated consensus-building, and improved the quality and speed of strategic implementation.
 - Mindfulness, Achievement Psychology & Cognitive Conditioning: Adopted advanced mindfulness protocols, meditation techniques, and resilience training to maintain lucidity, adaptability, and strategic coherence under high-pressure conditions. These capabilities ensure long-term leadership stability and a proactive stance towards complexity and uncertainty.
 - Clinical Hypnosis & Hypnoanalysis (National Guild of Hypnotists, Institut für Klinische Hypnose): Acquired unconventional yet highly effective methods for penetrating deep-seated behavioural patterns, fostering personal breakthroughs, and nurturing positive organisational change. Applied in professional contexts, these skills invigorate leadership teams, remove mental barriers to innovation, and nurture forwardthinking corporate mindsets.
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PHILANTHROPY & SOCIAL IMPACT

- Funded youth development initiatives, including the sponsorship of The Eight Football Academy, supporting skills-building, resilience, and aspiration among young athletes.
 - Financed the construction of children's recreational facilities in Poland and provided ongoing contributions to critical emergency services (UK Air Ambulance Service).
 - Mentored underrepresented individuals by offering soft-skill training, financial support, and career guidance, thereby enhancing social equity, inclusion, and long-term economic empowerment.
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LANGUAGES

- Polish (native), English (uent), German (fluent)
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I stand at the nexus of innovation, strategic insight, and ethical stewardship, bringing to the boardroom a rare combination of technical mastery, behavioural sophistication, and global market experience. With a proven ability to connect advanced analytics to human-centric leadership models, I help boards design agile governance frameworks, identify emerging opportunities, and position their organisations for sustained, responsible growth. By seamlessly integrating governance, technological foresight, and psychological acuity, I ensure that high-stakes decisions are informed, transparent, and primed for enduring impact.