



## **Agnieszka “Aga” Sarnecka - Bio** **CEO & MD at froach.de**

Entrepreneur by heart with 10+ years of experience in the innovative IT startup industry. With a focus on operations-driven processes and a strong background in e-commerce and online platforms. Founder of various projects, passionate about work-life balance and healthy workplaces. CEO & Managing Director at froach.de

Speaker at The Family, GrowthCon and other various conferences. Featured in Forbes.

On the list of 55 influential women in new technologies:

<http://kobiety.comecreationsgroup.pl/>

LinkedIn:

<https://www.linkedin.com/in/agnieszka-sarnecka-40458397/>

### **CEO Story**

Agnieszka Sarnecka - Aga for short - knows the dilemma: the amount of work, important deadlines and countless meetings seems so great that breaks find no place in everyday working life. A false assumption, as she had to discover in 2018. At only 28 years old, she was on the verge of burnout. Aga is a true "start-up child". In this dynamic, fast-growing industry, she learns a lot in a short time. But taking care of herself is something that often comes up short in her everyday working life.



She began her career by studying psychology at the University of Warsaw. In 2013, she graduated from Humboldt University in Berlin with a degree in economics. She completed her Master of Arts in Business and Organisation at the Berlin University of Applied Sciences in 2015. Parallel to her studies, Aga works in start-ups and founds her first own company during her Master's degree. Jobs as well as freelance work in the fast-moving IT start-up industry follow. In 2016, she got to know froach and worked at the company for eight months.

Subsequently as an IT Project Manager, Operations Manager or VP Ventures in the e-commerce and fintech sector, Aga always takes on new challenges and demonstrates decision-making strength, enthusiasm and team spirit. She works in an industry where many overtime hours are not uncommon. In which the learning curve is high and the "hands-on" mentality is lived practice. And where an above-average willingness to perform is required. She loves her job and burns for the cause - and almost burns herself out in the process.

In 2020, she decides that things can't go on like this. From now on, she dedicates herself to topics that have increasingly become a matter of the heart for her from her own experience: Work-life balance, healthy workplaces and breaks. Thus, in November 2020, she becomes the new CEO and managing director at froach.de . In this role, she pursues the mission of making people happier and healthier. As CEO, she firmly believes that everyone deserves to take a break, pause, relax - and end up better.