MICHAL LESZCZYNSKI

ESPORTS PARTNERSHIP MANAGEMENT | SPONSORSHIP

Poland
Open to relocate to UAE / KSA
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PROFESSIONAL PROFILE

Esports partnership management professional with 9+ years on both sides of the table: the rights-holder side as Team Director at Resolve Esports and PENTA Sports, and the agency side at SBE Management. Manages a portfolio of 40+ esports and gaming clients and negotiates seven-figure commercial partnerships and sponsorship deals with gaming publishers, brands and esports organisations. Coordinated the launch of Williams Resolve, the Rocket League joint venture with the Williams Racing Formula 1 Team. Has run multi-team operations with full P&L and budget responsibility, and brings player and creator relationships that partner activations can draw on.

CORE STRENGTHS

- Partnership management
- Commercial partnerships & sponsorship
- Partner relationship management
- Client & partner servicing
- Sponsorship & brand activations
- Contract negotiation
- Stakeholder management
- Strategic planning
- P&L & budget management
- International esports operations
- Talent & creator strategy

LANGUAGES

Polish: Native
English: Bilingual
Spanish: Working
Arabic: Elementary
German: Elementary

CERTIFICATION

Contract Law – HarvardX Harvard Law School
November 2023

SELECTED CAREER IMPACT

FORMULA 1 PARTNER	TALENT ACCESS	BOTH SIDES
Williams Resolve with Williams Racing	**Players and creators for partner activations**	**Rights-holder and agency experience**

PROFESSIONAL EXPERIENCE

SBE MANAGEMENT AG
OCT 2021 - PRESENT

Schindellegi, Switzerland
Project Lead | Esports & Gaming Division

- Built the esports and gaming talent division to 40+ managed clients, acting as their primary day-to-day contact and turning the roster into sponsorship and creator-led campaign inventory for brands.
- Closed seven-figure talent and commercial partnership agreements by negotiating terms directly with gaming publishers, brands and esports organisations.
- Delivered sponsorship and brand activations across Europe and South America, managing the partnership lifecycle from brief to delivery on social, streaming and influencer channels.
- Built relationships with clubs, players, publishers and brands across Europe, South America and Asia that carry over to any partner programme, including advising Chinese organisations entering Western markets.

RESOLVE ESPORTS LTD.
DEC 2020 - SEP 2021

London, United Kingdom
Team Director | Project Manager

- Coordinated the launch of Williams Resolve, a Rocket League joint venture with the Williams Racing Formula 1 Team, as Resolve's liaison to its external stakeholders.
- Won a championship within three months by building and managing a UK-based esports team.
- Ran multi-team operations, owning budgets, market analysis and long-term strategic planning.

PENTA SPORTS GMBH
DEC 2019 - NOV 2020

Berlin, Germany
Team Director | Project Manager

- Met every annual objective set by executive leadership by running esports operations with full P&L and budget responsibility.
- Built championship-winning teams by improving the processes behind them, from onboarding and tournament logistics to negotiation and facility management.

QLASH
AUG 2018 - NOV 2019

Cagliari / Treviso, Italy
Project Manager

- Staffed and ran QLASH's competitive teams by leading player sourcing, recruitment, onboarding, team operations and logistics.
- Gave guest lectures on gaming and esports management.

AD HOC GAMING GMBH
JAN 2017 - JUL 2018

Gera, Germany
Talent Scout

- Contributed to three consecutive championship titles by scouting and recruiting top-tier players and coordinating practice schedules with team management.

ADDITIONAL PROFESSIONAL SKILLS

Deal structuring • Account management • Influencer marketing • Integrated campaigns • Sponsorship sales • KPI tracking • Brand strategy