

Andrzej Horoch is the co-owner of Connected Realities, where he designs and implements innovations for large organizations. His clients include Orange, Żabka, PZU, PGNiG, and Miele. He specializes in immersive technologies such as VR, AR, and AI. Andrzej collaborates with Meta (formerly Facebook) and chaired the Metaverse Committee within the Digital Poland Association. A laureate of Polish and international competitions related to future technologies, he is frequently invited as a speaker at industry conferences across Europe.

He is the author of "Direction Metaverse", the first Polish book about the metaverse for business. A TEDx Speaker and lecturer at Collegium Da Vinci. Andrzej shares his practical experience and passion, delivering reliable insights into project implementation from concept to successful execution. His presentations are original and engaging, something you'll undoubtedly experience during the meeting.