

**Jagna Pomorska**

CEO, Connected Realities

Jagna has been running her own companies in various industries for nearly 20 years. She gained her first professional experience in public administration and an investment fund, which significantly broadened her perspective on business management in Poland. She is an expert in obtaining EU funds for entrepreneurs in the areas of innovation and digital transformation, and a VR specialist at the Łódź Special Economic Zone. She manages technological projects in the fields of VR/AR/3D, utilizing knowledge gained through Prince2 and PMI certifications.

She is the co-founder and CEO of ConnectedRealities.eu, which received the Economic Award for Debut of the Year 2022 and the Henryk Grohman Business Award 2022 for inspiring and broadening horizons. The company's portfolio includes technological implementations for clients such as Orange, Miele, PZU, PGNiG, KLER, ŁSSE, Bausch & Health, Saint-Gobain, and Skanska. The main business areas focus on immersive technologies such as virtual and augmented reality and the metaverse. Jagna believes that these innovative technologies not only transform the way we perceive the world but also open new perspectives in business and education.