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Offsite Task: "Life at Qogita"

🌟 Employer Branding Challenge: "Life at Qogita"

The Task

Each group will create a **campaign concept** that showcases what it's like to work at Qogita.

The goal is to give someone on the outside (a potential candidate/new joiner) a real sense of our team, culture and values, in a way that's authentic, creative and engaging.

We will use the winning campaign concept to kick off an Employer Branding project within the People team 🚀

What You'll Deliver

On the workday, your group will present:

- A 5-minute **presentation/pitch** explaining your campaign and why you chose it

- A **core campaign idea or theme** (e.g. *Building the Future of Commerce, Together.*)

- 2–3 **sample assets** that bring the campaign to life. You can choose your format:

  - Short video (e.g. a "day in the life" or team montage)

  - LinkedIn or Instagram-style posts (images + captions)

  - A slide or poster with quotes, photos, or illustrations

  - A mockup of a careers page section

These should be samples only. These are not the final assets that will be posted!

Guidelines

- Keep it real, avoid typical buzzwords. Think: what makes working at Qogita *actually* great?

- Collect stories, quotes, or photos, and make sure the main work is done from your group.

- Get creative, you can use humour, storytelling, visuals, taglines, behind-the-scenes moments etc.

- Align with Qogita's values and voice (but don't be afraid to challenge or evolve how we express them!)

In the following week

Start gathering ideas, sketches, or materials. Use this time to think, plan, and delegate roles within your group (e.g. content creators, designers, presenters)

Take it lightly, it shouldn't take more than 1h of your time in total!

Execution Day & Choosing the winning campaign

On the day, your group will have 3 minutes to present the campaign to the rest of the company.

Everyone will have a chance to vote for the winning concept, and our judges, Manolis, Will and Charlotte, will choose the best ones to be posted!

💭 Additional Ideas

"Day in the Life" Video Challenge
"Why We Work Here" Mini-Campaign
Employee Value Proposition Pitch - why would someone want to work at Qogita?

⏰ Workshop Agenda

16:00 - 16:30 Final Preparations

16:30 - 17:00 Team Presentations

17:00 - 17:30 Voting & Winner Announcement

Teams

▼ Team 1

Justin	Soi Wei Xun	Analytics
Matilde	Daceva	Business Development
Alexander	Marshall	Software Engineering
Jorge	Alvarez Pozo	Business Development
Daniela	Santos De Sousa	Buyer Operations
Gligor	Micajkov	Product
Kun	Qin	Buyer Success
Laura	Reales Arboleda	Performance marketing
Samuel	Rose	Buyer Operations
Harry	Bellman	Product

▼ Team 2

Alex	Raileanu	Software Engineering
Anais	Kubiak	Business Development
Koloud	El Lafi	Brands
Margarita	Spithaki	Business Development
Scott	Hansen	Buyer Operations
Jonathan	Beaumont	Software Engineering
Elif Dilara	Bora	Product
Marianna	Procino	Logistics
Sardor	Abdullaev	Data Engineering
Calin-Andrei	Iaru	Software Engineering

▼ Team 3

Alicia	Bello Escobar	Graphic Design
Anna	Groszkiewicz	Supply Growth
Angela	De Paoli	Business Development
Lara	Broquetas Peidro	Enterprise sales
Vladimir	Randjelovic	Buyer Operations
Kristofer	Jarjoura	Enterprise sales
Enming	Zhang	Product

Rodrigo	Lope Prieto	Data Engineering
Taylor	Nott	Buyer Success
Vincent	Kohm	Software Engineering

▼ Team 4

Aman	Gohel	Software Engineering
Antonio	Gnoni Mavarelli	Business Development
Carlos	Ruiz Martin	Supply Success
Jarmel	Twum-Boateng	Finance
Aleksandra	Litvinenok	Product
Naman	Bedi	Product
Leandro	Bleda Cantos	Data Engineering
Melaine	Crouzet	Business Development
Victor-Gabriel	Le Carreres	Business Development
Martin	Maruniak	Supply Growth

▼ Team 5

Argyro	Dermitzaki	Business Development
Artem Sergeevich	Gordinskiy	Software Engineering
Daniele	Tamburrano	Supply Growth
Maria	Sztukiewicz	Finance
Paula	Hernandez Gonzalez	Graphic Design
Andrei-Alexandru	Amzu	Software Engineering
Michael	Holmes	Data Science
Nika	Zafran	Supply Success
Sebastian-Alexandru	Ionel	Supply Growth
Agata	Lovrecich	Product

▼ Team 6

Bruno	Frias	Business Development
Berta	Sanchez Ortiz	Buyer Success
David-Darian	Bouhanna	Business Development
Javier	Nunez Samper	Logistics

Chrystalla	Fella	Software Engineering
Oskar	Dragon	Software Engineering
Pedro	Negrao Berlini De Andrade	Supply Success
Haley	Murphy	CEO office

▼ Team 7

Bojana	Bakovic	People
Dominic	Gibbins	Business Development
David-Darian	Sotrocan	Software Engineering
Arianna	Lucifora	Partnerships
Pepijn Homme	Hogt	Product
Ivo	Silva	Software Engineering
Alvaro	Paz Castro	Supply Growth
Charles	Cooper	Logistics
Elísio	Cunguara	Business Development

▼ Team 8

Mai Linh	Nguyen	Business Development
Charles	Harper	Partnerships
Pablo	Baer	Logistics
Jay	Desai	Analytics
Frans Peter Harm	Holwerda	Software Engineering
Fiona	Barnils Xalabardé	Partnerships
Pranav	Hooda	Performance marketing
Samera	Baz	Buyer Success
Kyrylo	Bragin	Logistics
Michael	Garstka	Data Science

▼ Team 9

Tristan	Schwarz	Business Development
Clara	Girardeau	Product
Sofiia	Chubchyk	Logistics
Jurijs	Geidons	Buyer Success

Regent	Coridon	Supply Success
Zuzanna	Dziedzic	Partnerships
Shafan	Lin	Supply Success
Laura-Malina	Benchea	Software Engineering
Kat	Lee	Analytics
Ion	Sergis	Enterprise Sales

▼ Team 10

Anna	Serrat I Farres	Buyer Operations
Emma	Pier	Brands
Jeremie	Venditti	Partnerships
Khrizza Joy Lacson	Hillman	Supply Success
Renan	Lazarini Gil	Software Engineering
Nea	Norjos	People
Yannick	Zurnieden	Supply Success
Polly	Leeman	Product
CJ	Stavrakos	Logistics