

# COVER STORY

Top 10 Trailblazing Women Leaders in PR - 2026

STRATEGIST & INFLUENCER

# KATARZYNA SZULIM

SHAPING GLOBAL AUTHORITY THROUGH  
STRATEGIC INFLUENCE

FOUNDER | COMMFORT SAFETY  
& AUTHOR OF "GLOBAL AUTHORITY"



**KATARZYNA SZULIM IS A SEASONED PUBLIC RELATIONS STRATEGIST, FOUNDER OF COMMFORT SAFETY, AND A RECOGNIZED VOICE IN MODERN COMMUNICATION AND PERSONAL BRANDING. WITH OVER TWO DECADES OF EXPERIENCE IN BUILDING THE IMAGE OF GLOBAL BRANDS AND INFLUENTIAL LEADERS, SHE HAS POSITIONED HERSELF AT THE INTERSECTION OF STRATEGIC INFLUENCE, REPUTATION MANAGEMENT, AND LEADERSHIP DEVELOPMENT. HER WORK SPANS INTERNATIONAL MARKETS, WITH A GROWING IMPACT ACROSS EUROPE AND ASIA. AS THE AUTHOR OF GLOBAL AUTHORITY AND A PASSIONATE ADVOCATE FOR WOMEN IN BUSINESS, SZULIM CONTINUES TO REDEFINE HOW COMMUNICATION SHAPES LEADERSHIP IN A RAPIDLY EVOLVING WORLD.**



**L**eadership, in its most authentic form, is rarely a sudden achievement. It is a gradual evolution shaped by early influences, consistent experiences, and a deep understanding of human dynamics. For Katarzyna Szulim, this journey began long before her professional career took form.

From her early school years, she demonstrated a natural inclination toward leadership. Active participation in student governments and editorial boards laid the groundwork for her understanding of communication, negotiation, and responsibility. These formative experiences were not just extracurricular activities. They became the foundation of a mindset that would later define her professional identity.

Over the past twenty five years, Szulim has built a career rooted in strategic communication and brand positioning. Her work has extended beyond traditional public relations, evolving into a more nuanced

discipline that blends influence, psychology, and long term reputation management. Reflecting on her journey, she acknowledges the role of mentorship and perspective in shaping her path.

*“With determination and the right perspective, much is possible.”*

This belief has guided her through various stages of her career, from learning the intricacies of the industry to leading initiatives that shape how brands and individuals are perceived on a global scale.

## REDEFINING COMMUNICATION IN A DIGITAL ERA

In a world driven by rapid technological advancement, communication has become both more accessible and more complex. The rise of digital platforms has amplified voices, but it has also increased the risk of misinformation, misinterpretation, and reputational challenges.

Szulim approaches this landscape with a clear philosophy. She emphasizes the importance of intentional and thoughtful communication, especially in leadership roles where every message carries weight.

**“IT IS FAR BETTER TO ACTIVELY SHARE INFORMATION THAN TO REMAIN SILENT.”**

At the core of her approach lies empathy and understanding. She believes that leadership today requires more than authority or expertise. It demands emotional intelligence, the ability to navigate complex situations, and a commitment to fostering meaningful connections within teams and audiences.

This philosophy is also reflected in her work through Commfort Safety, where communication is not treated as an isolated function but as an integral component of broader business strategy. By aligning messaging with values and long term goals, she helps organizations build trust and maintain consistency in an ever changing environment.

## FROM VISIBILITY TO INFLUENCE

One of the most significant transformations in the field of public relations is the shift from visibility to influence. Traditional metrics such as media coverage and audience reach are no longer sufficient indicators of success. Today, the true measure lies in the ability to shape perception, drive conversations, and establish authority.

Szulim has been at the forefront of this transition. Her work reflects a deep understanding of how narratives are constructed and how they resonate with different audiences. She recognizes that influence is not achieved through volume alone, but through relevance, credibility, and consistency.

**KATARZYNA SZULIM**

**"SUCCESS IS MEASURED BY THE IMAGE CAPTURED IN THE MINDS OF STAKEHOLDERS."**



This insight underscores the importance of strategic storytelling and positioning. It is not just about being seen or heard, but about being remembered and trusted. In this context, public relations becomes a tool for building long term relationships rather than short term visibility.

Her approach also highlights the evolving role of PR professionals. They are no longer just communicators but advisors who guide leadership teams on when to speak, how to speak, and sometimes when silence is the most powerful response.

## A RECOGNITION THAT FUELS PURPOSE

Being recognized as one of the most influential women leaders to watch in 2026 marked a significant milestone in Szulim's career. However, for her, this recognition is not an endpoint. It is a catalyst for further growth and impact.

Rather than viewing the honor as a personal achievement alone, she sees it as validation of a broader approach rooted in authenticity and strategic thinking. It reinforces her commitment to helping others build their personal brands and navigate the complexities of modern communication.

This recognition has also intensified her focus

on education and transformation. Through coaching, training, and advisory roles, she continues to share her knowledge and empower others to take control of their narratives.

Her work demonstrates that influence is not confined to individual success. It extends to the ability to inspire, educate, and create opportunities for others to grow.

## BUILDING GLOBAL AUTHORITY

As communication continues to evolve beyond borders, the concept of authority has taken on a global dimension. Katarzyna Szulim's first e-book, *Global Authority*, arrives at a time when individuals and organizations are actively seeking ways to manage not only their visibility but their long term reputation across diverse markets.

The book explores how perception, positioning, and narrative control shape modern leadership. It reflects Szulim's years of experience working across international environments, where cultural nuance and strategic timing often determine success.

Interestingly, the strongest and fastest response to the publication emerged from Asian markets. This reaction highlights a growing awareness in these regions of the importance of personal branding and reputation management as core business tools.

Rather than limiting her approach to a single geography, Szulim has embraced a parallel global strategy. Her methodology adapts communication frameworks to suit local expectations while maintaining a consistent core message.

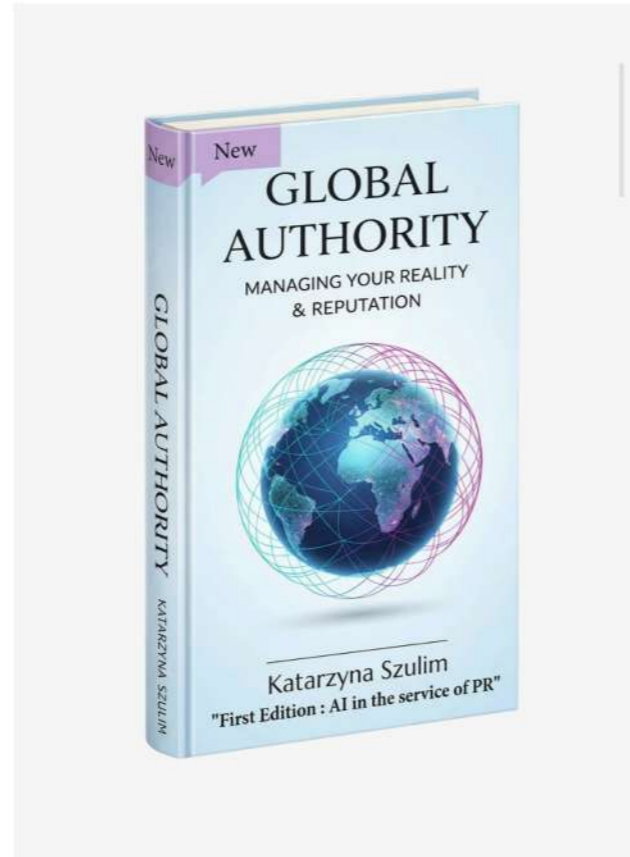




**"ACHIEVING A SPECIFIC GOAL IS ONLY A MATTER OF TIME AND CAREFULLY SELECTED TOOLS."**



This statement captures her belief in precision and planning. Success, in her view, is not accidental. It is the result of structured thinking, adaptability, and a clear understanding of audience behavior across different markets.



## CHALLENGING MISCONCEPTIONS AROUND PUBLIC RELATIONS

Despite the transformation of the industry, public relations continues to be misunderstood. One of the most persistent misconceptions is the idea that PR is simply about gaining free publicity or distributing press releases.

Szulim challenges this outdated perception by emphasizing the strategic depth of the field. For her, communication is not a short term tactic but a long term investment in trust and credibility.

"It is a process of building trust and authenticity."

This perspective shifts the focus from output to outcome. Instead of measuring success by the number of media mentions, she evaluates

it through the strength of relationships, the clarity of messaging, and the consistency of brand identity.

Another common mistake, she notes, is treating communication as a separate function within an organization. In reality, it should be deeply integrated into the overall business strategy. Every decision, from product development to leadership messaging, contributes to the narrative a brand presents to the world.

By aligning communication with business objectives, Szulim helps organizations create cohesive stories that resonate with their audiences and reinforce their market position.

## THE ART OF CONSISTENCY

Maintaining credibility at the highest level requires more than creativity. It demands precision, discipline, and an unwavering commitment to authenticity. Throughout her career, Szulim has worked with prestigious global brands, including Dior and MaxMara, where expectations are exceptionally high and every detail matters.

In such environments, brand consistency becomes critical. Each message must align with the brand's heritage, values, and long term vision. There is little room for error, and even minor inconsistencies can impact perception.

Szulim approaches this challenge through a combination of strategic planning and continuous analysis. By closely monitoring audience feedback and market trends, she ensures that communication strategies remain relevant and effective.

**"ONLY BRANDS THAT DEMONSTRATE TRUSTWORTHY RELATIONSHIPS ACHIEVE LASTING SUCCESS."**

Her work highlights the importance of transparency in building these relationships. In an era where audiences are increasingly informed and selective, authenticity is no longer optional. It is a fundamental requirement for sustaining credibility.

This approach also involves tailoring communication strategies to reflect the unique identity of each client. Rather than applying a one size fits all model, Szulim develops customized frameworks that capture the essence of each brand while adapting to changing market dynamics.

## AN INTERNATIONAL VOICE WITH MEASURABLE IMPACT

Szulim's influence extends beyond traditional markets, driven by her ability to combine analytical thinking with emotional intelligence. Her expertise in modern sectors such as electromobility and energy technologies has positioned her as a sought after voice in areas that demand both innovation and clarity.

Her work has attracted the attention of international media, which increasingly seeks perspectives that go beyond surface level commentary. What sets her apart is the tangible impact of her strategies.

In a relatively short period, she has generated over 20 million PLN in advertising value

equivalent for her clients. This figure is not just a metric. It represents the effectiveness of a structured, insight driven approach to communication.

At the same time, her commitment to education remains a defining aspect of her career. Through training platforms and advisory roles, she continues to share her knowledge with a wider audience, particularly focusing on empowering women in business.

“My experience translates into tangible results.”

This balance between theory and practice reinforces her credibility. It demonstrates that her insights are not only conceptual but also actionable and results driven.

## EMPOWERING THROUGH KNOWLEDGE AND REPRESENTATION

Beyond business metrics and brand success, Szulim’s work carries a deeper purpose. She is committed to strengthening the presence of women in leadership, particularly in industries where they remain underrepresented.

Her initiatives focus on building confidence, encouraging self awareness, and challenging limiting beliefs that often hold talented individuals back. She highlights a critical insight supported by research. Women often reach their peak creative potential later in life, yet many hesitate to pursue new opportunities due to self doubt.

Her message is clear and direct.

“If women do not achieve their goals, it is often due to low self esteem, not a lack of competence.

This perspective underscores the importance of mindset in achieving success. Through her writing, training, and public engagements, she continues to inspire a new generation of leaders to think differently, act confidently, and communicate with purpose.

## A LEGACY OF RESPONSIBLE COMMUNICATION

As she continues to expand her influence, Szulim remains focused on the long term impact of her work. Her vision goes beyond immediate success. It is centered on shaping a future where communication is more responsible, more empathetic, and more aligned with sustainable development.

She envisions a landscape where leaders are not only skilled communicators but also conscious decision makers who understand the broader implications of their actions.

Through her publications, digital platforms, and advisory roles, she is actively contributing to this transformation. Her goal is to create a lasting legacy that empowers individuals to become authentic leaders and to engage with the world in a meaningful way.

In doing so, Katarzyna Szulim is not only redefining public relations. She is redefining what it means to lead in an interconnected, rapidly evolving global environment.

### MORE ON THIS TOPIC ON THE WEBSITE:

<https://globalauthority.eu/lp-en/>

<https://katarzynaszulim.com/pl/kursy/>

