FranklinCovey Appoints Dariusz Paczuski as Chief Marketing Officer

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Global Marketing Executive Brings 25+ Years of Experience Driving Customer-Led Growth, Building Iconic Brands, and Leading Digital Transformation

SALT LAKE CITY--(BUSINESS WIRE)--Jun. 10, 2025-- FranklinCovey (NYSE: FC), one of the largest and most trusted leadership companies in the world, today announced it has appointed Dariusz Paczuski as its Chief Marketing Officer.

“We’re thrilled to have Dariusz join us,” said Paul Walker, FranklinCovey CEO. “He has an impressive track record of building iconic brands in highly competitive sectors in media, services, and tech. His passion for our mission, customer-centric focus, and expertise in AI and brand amplification will further strengthen our market position, accelerate our business growth, and enable greatness in even more people and more organizations everywhere.”

“It’s inspiring to join such a passionate and purposeful team,” said Paczuski. “FranklinCovey is the world leader in transforming organizations by building exceptional leaders, teams, and cultures that get results. I was introduced to the 7 Habits early in my life and having built a decades-long career in B2B and B2C media and tech, what stands out to me as a business leader and attracts me to this opportunity is the proven durability and impact of these core principles. It’s exciting to think about how we will position, package, and deliver powerful solutions to help leaders improve people and organizational performance at scale and in the digital age.”

Paczuski is a global marketing executive with 25+ years of experience driving customer-led growth, repositioning brands, and leading digital transformation across media and technology companies. He has held marketing leadership roles at media companies and tech pioneers including Verizon, Yahoo, Microsoft, Tellme, AOL, Netscape, and NBC. His expertise spans public and private enterprises, VC and PE-backed firms, and subscription and advertising-based companies with revenues of up to $7.5 billion.

He was most recently the Global CMO at Globalization Partners, the leading global employment platform, where he helped launch Gia, a global HR agent powered by AI. Previously, at Verizon, he launched the Verizon Media brand, rebranded Yahoo, and helped execute a strategic turnaround that reignited user and revenue growth.

Paczuski added, “I’m honored to steward and shape the future of such an esteemed brand. I look forward to maximizing our impact on a global scale and advancing our mission to enable greatness in people and organizations everywhere.”

He holds a bachelor’s degree in marketing and an International Business Certificate from California State University Long Beach. He is a graduate of the Stanford Executive Program, Microsoft Member Bench, and GE Financial Management Program.

Paczuski was born in Poland and has lived in the UK, Norway, and now resides in the San Francisco Bay Area.

About FranklinCovey

FranklinCovey (NYSE: FC) is one of the largest and most trusted leadership companies in the world, with directly owned and licensee partner offices providing professional services in over 160 countries and territories. The Company transforms organizations by partnering with clients to build leaders, teams, and cultures that get breakthrough results through collective action, which leads to a more engaging work experience for their people. Available through the FranklinCovey All Access Pass, FranklinCovey’s best-in-class content, solutions, experts, technology, and metrics seamlessly integrate to ensure lasting behavior change at scale. Solutions are available in multiple delivery modalities in more than 20 languages.

This approach to leadership and organizational change has been tested and refined by working with tens of thousands of teams and organizations over the past 30 years. Clients have included organizations in the *Fortune 100*, *Fortune 500* and thousands of small and mid-sized businesses, numerous government entities, and educational institutions. To learn more, visit www.franklincovey.com and enjoy exclusive content across FranklinCovey’s social media channels at: LinkedIn, Facebook, Twitter, Instagram, and YouTube.

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