**Agata Wąsowska-Pawlik** director of the International Cultural Centre in Kraków since January 2, 2018. She graduated art history at the Jagiellonian University (1996). Scholarships at the Catholic University of Leuven (1997), the US Department of State (2004), and Tokyo University for Foreign Studies (2017). She finished *the Academy of Leadership* *Psychology* post-graduate study, run by Values Consulting Group together with the Warsaw University of Technology Business School (2015–2016). At the ICC since 1996.

Her interests and research include: cultural policy on national and municipal level, international cultural cooperation, management of cultural institutions, including museums, organisation of exhibitions and related events involving research, promotion, and education, social and self-governmental impact on development of culture. She is active in the field of public diplomacy while representing Poland and the ICC in international networks (ENCATC, RIHA) and projects; in 2004–2006 she coordinated ECHOCAST (European Cultural Heritage Organisations Customer Aware Staff Training) programme, financed by the EU Leonardo fund, which became a part of the pilot version of “Academy of Museum Management” in 2011. National coordinator of the European Year of Cultural Heritage in 2018. She is a member of the Art Historians Association, the Society of Friends of History and Monuments of Krakow, the International Council of Museums ICOM, and member of the Boards of: the Ethnographic Museum of Krakow (since 2013) and the Museum of Photography in Krakow (2020-2024). In 2018, she was awarded the Gold Cross, *Order of Merit of the Republic of Hungary,* awarded for outstanding services in strengthening Polish-Hungarian cultural contacts.