

# Péter Dudás

Business Development Executive at SentiOne

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## Summary

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## Experience

### Business Development Executive at SentiOne

August 2016 - Present

SentiOne is the number one Social Listening company focused on Europe.  
Everyday we work with over 500 brands on 26 European markets.

We help global and local brands track and measure consumers opinions and activities in social media.

We work with over five hundred large and medium companies: Procter&Gamble, McDonald's, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom, Saatchi&Saatchi or Ogilvy and Mather.

Every day we help our customers:

- monitor their brands online
- track social media KPIs
- collect real-time consumer insights
- measure reach of online campaigns
- control their online reputation
- improve online customer care
- identify brand ambassadors
- detect negative mentions
- boost online sales by finding potential leads

Responsible for Hungarian and Romanian markets, I am in charge for the following activities:

- Research and create sales leads for potential B2B clients
- Key Customer Acquisition
- Business relations development with Key Customers

### Head of Operations at AIESEC in Hungary

July 2015 - June 2016 (1 year)

Member of the top management team of AIESEC in Hungary:

- Responsible for national strategy creation and lead its implementation in the organization
- I have been part of an international team of 12 people

On my area I was final responsible for:

Leading 9 local operations managers

Operations education for local offices and knowledge management

Business Operations for Social Volunteering Programs

Developing and managing sales, marketing and customer service strategies

Developing and managing stakeholder relationships

International Relations

### **President at AIESEC Timisoara**

**April 2014 - March 2015 (1 year)**

Led an executive team of 9 members and an organization with an average of 70 members for a year.

Selected, allocated and developed the top management team, planned and tracked the delivery of strategies for the core programs and responsible for account management for academic partners.

Key achievements:

- achieved 125% and 25% growth in corporate internships (incoming and outgoing)

### **Global Citizen Program Director at AIESEC Timisoara**

**April 2013 - March 2014 (1 year)**

Part of the executive team, leading a team of 10 members and business operations for the outgoing social programs. As part of the executive team had an important role in creating long term strategies and developing membership of organization.

Key achievements:

315% growth in program realizations

252% growth in revenues coming from Global Citizen

Best Program Award in Central and Eastern Europe awarded by AIESEC International

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## **Education**

**Universitatea de Vest din Timișoara**

**Business Information Systems**

Activities and Societies: AIESEC

Bartók Béla Theoretical Lyceum

Mathematics and Computer Science

Activities and Societies: Juventus Student Newspaper, Karate Team, Local Swimming Club

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## Honors and Awards

Best Global Citizen Program in Central and Eastern Europe, Best Member Award

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[Contact Péter on LinkedIn](#)