

CURRICULUM VITAE

PERSONAL DATA

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EDUCATION

1991 – 1993 College of International trade (Budapest, Hungary)
1990 – 1991 Budapest University of Economic Sciences (now Corvinus)
1989 – 1990 Lahore College of Arts and Sciences (Lahore, Pakistan)
1986 – 1988 Bloomfield Hall (University of London syllabus, Lahore, Pakistan)

EMPLOYMENT HISTORY

1992 – 1994 Unilever Magyarország Kft. - Regional Sales Manager

1994 – 1995 Danone International Brands – Key Account Manager

1995 – 1997 Graphisoft R&D Rt. – International Sales Manager
- Established a reseller network in the Netherlands, India and Nigeria.

1997 – 1999 Graphisoft R&D Rt. – Senior International Sales Manager
- Took over the management of key regions: Austria and Switzerland.
- Increasing role in marketing: management of multi-media projects such as the Graphisoft Prize, articles for Graphisoft News and PR publications in magazines. Product marketing responsibilities, competitive analysis of other CAD systems, suggestions for further development of the company's product line and existing products.

1999 – 2002 MeTechnology Kft. / Brokat Hungary Kft.– Managing Director
- Reporting to Vice President in Germany.
- Put inventory, finance and accounting in order, established basic internal rules and policy. Managed transition in relation to fusion with Brokat AG. Managed day to day decision-making and motivation in product development issues. Diverse tasks in human resources, including recruiting, motivation, training, compensation development and performance evaluation.
- Recruited to over twice the size of the original organization using headhunting and job fairs.
- Introduced a comprehensive system of performance evaluation in the company.
- Reformed the compensation system to allow for fair allocation, individual motivation and market adequate compensation.

- Established new Quality Assurance and Professional Services departments.
 - Managed legal issues relating to changes in company ownership, stock option program, and trademarks.
 - Arranged for new, more spacious offices, had them developed according to the company's needs. Moved the company with minimal interruption in development.
- 2002 – 2004 Encorus Hungary Kft. - Managing Director / Country Manager**
- Reporting to CTO in Germany.
 - Managed transition of employees from Brokat Hungary Kft. to Encorus, after Brokat Technologies was acquired by eONE Global (a company founded by First Data Corporation of the USA, and the I-formation Group (The Boston Consulting Group, Goldman Sachs and Global Atlantic Partners).
 - Managed asset deal execution involving split deals and a lot of complicated legal and accounting issues.
 - Managed audits, reporting, daily operation, contracting and employees.
 - Set up an outsourced testing team partially made up of students.
 - Co-Managed development and regression testing of the last major release of PaymentWorks Mobile 2.6. in an international, multi-company environment.
 - Involved in transferring all software development within Encorus to a Hungarian outsourcer.
- 2005 – present Anoniq Bt. – Managing Director / Independent Marketing Consultant**
- Involved in consulting for various companies, mainly in marketing and sales of OMNEST / OMNeT++ discrete event simulation system software to leading high-tech companies. Main responsibilities are in development of marketing strategies positioning and pricing, sales negotiations, licensing models and business planning.
- 2005 – present Simulcraft Inc. – Managing Director / Owner**
- This company was established to sell OMNEST licenses world-wide and is functioning to this day. Its role is diminishing, as Cogitative Software will be taking over its role as world-wide distributor.
- 2017 – present Cogitative Software FZE. – Managing Director / Owner**
- This company was established to sell OMNEST licenses world-wide it is taking over the function of Simulcraft Inc. which it now owns.

SKILLS

Language skills: **Hungarian** – native, **English** – fluent, near native, **German** – fluent

Technical skills: Up-to date knowledge of computer science and technology, some programming knowledge in OO languages, simulation experience. Good knowledge of computer graphics, video editing and compositing, CAD experience.

Experienced marketer and leader: Experience in marketing, positioning, pricing as well as sales and negotiation skills. Experience with start-up companies, good people manager, able to understand both technical and business people and act as a bridge between them.

Budapest, 11/10/2019