

## Curriculum Vitae

**Name:** György Szügyi

Founder of Euromenedzser Consulting and Education Centre



**Place and date of birth:** Szeged, 30. June 1955.

### Education and training:

#### Degrees:

- Graduate Electrical Engineer (MSc), 1979 - Technical University, Budapest
- Graduate Engineer Teacher (MEd), 1981 - Technical University, Budapest
- Postgraduate ASK Management Trainer Certificate, 1993 – ASK Management Inc., Portland, Oregon, USA
- Postgraduate Enterprise and Marketing Economist of Commercial- Catering and Tourist Collage, Budapest, 1994
- Postgraduate Financial Auditor Certificate, Ernst &Young, Budapest, 2006

#### Qualifications:

- „Tutor - course” Certificate, The Open University, Milton Keynes, England, 1990
- „Supervisor Management Development” Certificate, Watford Collage, England, 1990
- „Effective Manager” Certificate, The Open University, England, 1990
- „Creativity in Design” Certificate training, University of Wisconsin-Madison, Wisconsin, U.S.A., 1992
- „Managing People” Certificate, The Open University, England, 1992
- “Planning and Managing Change” Certificate, The Open University, England, 1992
- „Senior Management Trainers’ Programme” Certificate Dutch further vocational training of IMEC-SZVT (Budapest), 1993
- “Leading a Company – Simulation Training” Certificate, University of Veszprém, Hungary, 1992
- “Economic Transient and Change in Political and Sociological Environment” - PhD semester at London Business School, England, 1991

#### Languages spoken:

- English (high) – Hungarian State Certificate, Budapest, 1983.  
International College Certificate, London, 1984.  
Engineer Translator and Interpreter, Budapest, 1984.
- German (basic)

### **International field trips - scholarships:**

- First Cluster World Congress, Dabrowa Gornicza, Poland, 2015.
- International Cluster-cooperation bilateral events with Chemie-Cluster (München), it's owl Cluster (Paderborn), GreenEnergy (Sfantu Gheorghe), 2014-2015.
- International Cluster-cooperation Projects and matchmaking events (ClusterX, Achieving Cluster Excellence etc.), Wallonia, Denmark, Brussels; 2014-2015.
- International Cluster Conference, Berlin; 2014. "Generating Multisource Financing for Clusters in the 2014-2020 Programming Period"
- Kragujevac, Arandelovac in Serbia and Cetinje in Montenegro: Non-profit organizations and innovation in Balkan countries, 2012-2014
- Paris, France (2012): FP7 Innovation Program Starting Consortium Session
- Torino, Italy (2012): ClusterCOOP Conference, International cooperation of "Green Clusters for a Sustainable Future"
- Brussels, Belgium (2011): University-Business Forum expert for FP7 Innovation Programs, (Workshop for Experts, organized by the European Commission Directorate General for Education and Culture, Unit C2 - European Institute of Innovation and Technology.)
- Finistre County, France (2010): Cluster-cooperation and Cluster management and Vocational Education Development, Part of the Leonardo da Vinci Mobility Programme: Vocational and Educational Experts in Finistre County. (In project LdV-HU-10-VEP-3031)
- Xian, China (2009): As a delegated member of the Chamber of Commerce and Industry. Building relationship with Shaanxi territory's economic development and cooperation with the Shaanxi Territory Chamber of Commerce and Industry.
- France (2008): Alternative Energy-solutions for Industry and Civil consumption.
- Cordoba, Spain (2006): National Education System and National Vocational Programmes for Economic Development
- Brussels (2000, 2002, 2003, 2007, 2008, 2009, 2010): Understanding European Union for Hungarian companies and SMEs Membership of the European Parliament of Enterprises
- Austria (1986, 1987, 1988, 2002, 2003, 2004, 2005.): Entrepreneurship and Finance in the European Union
- Switzerland (1988, 1992, 1996) Chamber of Commerce and Industry: National Vocational Education
- Germany, Portugal, PHARE expert-programme (1996): Understanding European Union for SMEs
- The Netherlands (1995) IMEC-SZVT: Train the Trainers
- Great Britain, London Business School (1993): Human Resource, Marketing and Finance Strategies
- U. S. A., Washington, Portland, Des Moines, Cleveland, Raleigh, Boston, Baltimore, Philadelphia, New York: International Visitor Program, Small Business

Administration and Local Government Legislation (sponsored by U.S. Information Agency), 1992: SME's Support in U.S.A. (SBA, SBDC Nationwide Networks)

- U. S. A., University of Wisconsin-Madison (1992): Creativity in design
- Great Britain (1991): Adaptation of Distance teaching techniques and man's materials into Hungarian culture
- Argentina (1990): Sport Management and Sponsorship
- France, Sweden, Great Britain (1989): On-line database searching, and Corporate Information Systems

### **Work experience:**

- Strategic and Marketing planning (how to analyse the environment with PCCSTG-model and the environmental changes, set goals, how to put into structure and generate synergic projects for companies, clusters and professional associates)
- Starting and developing small businesses, Business planning process
- Organizational development (OD) for SMEs and multinational companies
- Coaching, facilitating, training, mediating, counselling, and other HR-development techniques for HR- and organizational development
- Building management systems i.e. quality-, information-, logistic-, environmental, HR and performance appraisal systems
- Selling products and services, presentation skills
- Handling cross-culture problems
- Managing interests and setting common goals
- Effective cluster-management and international cluster-audits
- European Cluster-Excellence, Cluster-process, indicators for Gold Labels
- Successful management of Cluster Associations
- Crises management
- Developed cca. 50 management models in self-development, communication, team, and operating organization

### **Additional skills:**

- Developing course materials for trainings, interactive lectures and/ for blended learning
- Adult-teaching specialities, competence and skill-development
- Human Resource and Management-development with Management and HR-Models

### **Research fields:**

- Developing „management skills and competences” by trainings, workshops, coachings and other educational techniques
- Corporate strategies (How to make and how to use them)
- Human resource systems (How to develop and how to implement into an organization)
- Organizational development (Managing change and organizations)

- Finance and Financial auditing
- Corporate and functional controlling and the systems of SMEs
- Regional Economic Development
- Using special resources and advantages of nations
- Cluster management for international success

**Management Skills – ASK-model course-materials, Developed in a Professional Expert-Team with Jack Lemon (Portland, Oregon, USA)**

- Predetermining a course of action: Manager's Role and the 3-D Process
- Creating and establishing position requirements: Defining the Job Requirements
- Recruiting, Selection and Hiring: Recruiting Selection Hiring
- Delegating and developing performance standards: MBO and Goal Setting
- Motivation and Reward: Motivation
- Coordinating and Measuring Results: Coaching Appraisal  
Performance Appraisal
- Managing differences and taking corrective action: Counselling Appraisal
- Management Development: Organization of Manager's Time  
Problem solving and decision making  
Management styles and psychology of leadership  
Management grid  
Executive personalities and motivational styles  
Managing ideas

**List of publications:**

1990-today **Publications in Hungarian** language: 74 papers, and book-chapters

**5 years of in English** language

- 2010 Spring Wind 2010 Conference book, Pécs, Hungary (pages 530-537.)  
Chapter titled 'The Communication Model of the Regional Economic Development'
- 2010 EDAMBA 2010 Conference book, Mojmírovce, Slovakia (pages 501-509.)  
Chapter titled 'The Human Resource Development Model of The Regional Economic Development'
- 2011 55th EOQ Congress as World Quality Congress, Session People Involvement and Motivation II., Budapest, Hungary  
The Quality of the Human Resources – New Aspects of Quality in the 21st Century

- 2011 International Scientific Conference "Exercise and Quality of Life" Novi Sad, Serbia  
György Szügyi - dr. Zoltán Szatmári – dr. Péter Fritz: Lifestyle and Quality of Life of Entrepreneurs and Managers - Results of an analysis made by questioners in South-Hungary, 2010
- 2015 59th EOQ Congress as World Quality Congress, Session Current Development of Quality Techniques and Methods II., Budapest, Hungary  
The Quality of the Working Style of Human Resources - Expectancy, effort, performance and result-oriented behavior in the 21<sup>st</sup> Century

**Oral Conference-presentations in English:**

- 59th EOQ Congress as World Quality Congress, Budapest (HUN): The Quality of the Working Style of Human Resources - Expectancy, effort, performance and result-oriented behavior in the 21<sup>st</sup> Century, 2015
- International Conference SEE AutoCompoNet, Kragujevac, Serbia, 2013  
“Innovation in Serbia for Successful Economic Development in European Union”
- International Conference of INTERCLUSTER for Gea Media Non-profit Ltd., Szeged, Hungary, 2013  
“Interests and Goals of Cluster Members and the Opportunity of Super-clusters”
- International Conference of Cluster-cooperation, ArchEnerg Cluster, Szeged, Hungary, 2012  
“Cluster-cooperation Specialities Across the Border”
- International Conference of INTERREG for Cluster-cooperations, ArchEnerg Cluster, Szeged, Hungary, 2012  
“Competitive Advantages of Clusters for Members and Cooperative Partners”
- Ostrava, Czech Republic, National Quality Conference 2012: The Quality of Human Resources – New Aspects of Quality in the 21st Century, 2012
- 55th EOQ Congress as World Quality Congress, Budapest (HUN): The Quality of the Human Resources – New Aspects of Quality in the 21st Century, 2011
- EDAMBA Conference, Mojmírovce (Slovakia): The Human Resource Development Model of The Regional Economic Development, 2010
- Spring Wind 2010 Conference, Pécs (HUN): The Communication Model of the Regional Economic Development, 2010
- Szeged, Gyula, Budapest (HUN): International Management Skills for joint-venture’s top-managers, 2001, 2003, 2005

- International Conference, Radadesh, Belgium: How to use the European Union, as an opportunity for charity organisations.
- Medical University of Szeged, Szeged (HUN), for English-speaking foreign students: Managing Health Service: Planning, Controlling, Organising, Motivating, Selecting and Team-building, Communicating, Leading Health Organisations, 1992-1995
- Ask Management Centre, Portland, Oregon (U.S.A.): Management & Entrepreneurial skills in Hungary and How to Improve them, 1992
- London (GB), London Business School: The changing Hungarian Economy – Economic Transition from 1988-1992
- Milton Keynes, Open University Headquarter (GB): Adapting distance-teaching techniques into the Hungarian Culture in the field of Management techniques Marketing and Finance, 1991