

## 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, Aranđelovac 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: more than 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:**

- Transylvanian Clusters' International Conference - Open Innovation, Cluj-Napoca, Romania 2016  
"The Revolutionary Plasma Enhanced Gasification Technology for Handling Hazardous Waste with Low Emission"
- 59th EOQ Congress as World Quality Congress, Budapest, Hungary, 2015  
"The Quality of the Working Style of Human Resources - Expectancy, effort, performance and result-oriented behavior in the 21st Century"
- 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