



Date of birth:

3rd August 1981

Nationality:

Czech

Marital status:

Single

Address:

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Languages:

German

English

Spanish

OCCUPATIONAL EXPERIENCES

since 2013

FH Oberösterreich / University of Applied Sciences Upper Austria
Department of management

since 2011

University of Economics, Prague
Department of marketing

2010 - 2014

CORPORATEPRO s.r.o.
Executive director

Consultancy and schooling in the business and marketing industries
Comprehensive creation of a corporate identity

2007 - 2010

CTR group a.s.

Sales and marketing director

Responsibility for the business activities of the company in the field of residential and commercial real estate sales and rentals within the Czech, Slovak and Austrian market.

2004 - 2006

New Face of Hala Bala

Enterpriser

Club / café, focused in particular on a young audience – parties, thematic events

2001 - 2004

CSB-SYSTEM AG

Assistent of the president for southern and eastern Europe (2003-2004)
Assistent of the business managing director for the CR and SR (2001-2002)
Support of business and marketing activities of a company in EU countries and Switzerland – the organizing of expos, expert seminars, translation and interpreter work, reporting

EDUCATIONAL BACKGROUND

2009 – 2013

University of Economics, Prague

Doctor program: Political marketing

Dissertation: Politics, political marketing and the effectiveness of election campaign (the Czech Republic as an example)

2008 – 2009

CEVRO – Liberal-conservative academy

Political marketing, International relations, Politology (Political science), Communication and public presentation

2007

Instituto Tecnológico de Zacatepec

Marketing, Economics, Management

2006 - 2008

CMI / Escuela Superior de Marketing y Administración Barcelona

MBA studies - Marketing, Management

Thesis: Analysis of rental and tenement housing in the Czech Republic

2006

Wirtschaftsuniversität Wien – ISU

Intercultural marketing, Strategic management, Controlling

2006

Liverpool Hope University

Business English

2005

Laurea Polytechnic / Espoo Institute, Leppävaara

Marketing, Management, Economics

2003 - 2009

Business School Ostrava

Bachelor and masters program: Economics and management

Master's thesis: Advertising campaign for an apartment complex with rental apartments

Bachelor thesis: Supply and implementation of ERP systems for small and medium-sized firms

WORKS PUBLISHED

The basics of marketing (Prague, 2013)

Politics and political marketing (Prague, 2013)

Segmentation and the political market (Prague, 2012)

Know your tourist or How travel agencies work with data (Strategy, 2011)

Theory of public elections (Marathon, 2011)

Dailies:

Hospodářské noviny, MF DNES

Commentary on current political marketing and sports marketing topics

TEACHING

In Czech:

Marketing 1

The development of commercial and negotiating skills

Sports marketing

Expos and exhibitions

Personal Branding

In English:

Marketing 1

Marketing in Central and Eastern Europe (program CESP)

B2B Trade Fairs and Communications

In German

Entwicklung von Geschäfts- und Verhandlungsfähigkeiten

OTHER ACTIVITIES AND MEMBERSHIPS

Marketing institute - Member of the executive council**Czech-Chinese association** - Member

(The Club of Czech-Chinese economic cooperation)

RunCzech - Member

(Czech marathon club)