

## CURRICULUM VITAE

Name: Ing. Martin Machek, PhD.

**University of Economics, Prague**  
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### Education

IAE de Lyon, Université Jean Moulin Lyon 3 - Master 2, International Management

**University of Economics in Prague - Doctor of Philosophy (PhD)**  
Business Economics and Management

University of Economics, Prague - Master Degree, Economics and Management

### Working and teaching experience

2011 – present: **Executive Director at French-Czech Institute of Management**  
University of Economics, Prague

2015 – present: **Assistant Professor at University of Economics, Prague**  
responsible for courses Product/brand marketing and Marketing and business policy

2008 – 2011 L'Oréal - Product Manager for Czech, Slovak and Hungarian markets

2006 – 2007 Renault, Paris – Marketing Assistant

### CESP Courses taught

**Product Brand Marketing IP\_310**

**International Marketing Communications with the Emphasis on Central Europe IP\_347**

#### **Central and East European Studies Program**

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