Krisztián Hegedűs, MBA, Ph.D., Dr.-Ing.

Sr. Business Strategist, transferring Industries to Digital & Cloud

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PERSONAL

Born: March 4th, 1977
Family: Married, two children

WORK EXPERIENCE

Sr. Business Strategy Manager – Autodesk, Germany – IT & Services

2020 – *Business Strategy and Marketing, Worldwide*
Accelerate business growth in key mature & emerging markets, fueled with opportunistic organic projects and M&A. Drive strategic global Industry Partnerships, business transformation, and improved GTM to delight customers with leading end-to-end business solutions.

Corporate Business Development – Autodesk, US, San Francisco – IT & Services

2019 – 2020 *Corporate Headquarter, San Francisco*
Driving strategic business, M&A, and long-term corporate projects. One-year assignment at HQ.

Head of Business Development – Autodesk, Germany – IT & Services

2012 – 2019 *Business Strategy and Marketing, Worldwide*
Leading the high-profile WW Business Development Team to accelerate business growth, shape cloud-based market development programs, and drive cross-divisional growth initiatives in focus countries. Analyze worldwide business performance, evaluate trends and competition, prioritize recommended adjustments, and develop predictive forecasting models.

Industry Solutions Manager – Autodesk, Germany – IT & Services

2010 – 2012 *Strategic Technology, Worldwide*
Market Intelligence gathering to enhance product development & delivery of industry product portfolio. Execute on regional strategies to drive adoption and provide industry expert implementation guidance.

Product Manager & Customer Success Manager – Autodesk, Germany – IT & Services

2005 – 2010 *Industry Marketing, EMEA*
Industry solutions implementation, feedback gathering, and product planning in cooperation with key customers, partners, and internal corporate teams. Ensuring customer satisfaction with established and emerging products.

Solution Architect & PM – Bocad Software (now AVEVA), Germany – Software

2001 – 2005 *Software Development, EMEA*
Managing multiple complex software development projects for international corporates to ensure successful delivery. Leading the strategic on-site development in Dubai with a multinational development team. Plan, organize, lead & control a scalable, parametric cutting-edge cloud solution.

EDUCATION

AI — Berkeley, Haas School of Business - University of California, US

2020 *Executive Education (Artificial Intelligence)*
Business Strategies and Applications: Building a bridge between the engineering and technical aspects of AI with business applications to improve efficiency and effectiveness across organizations.

MBA — Munich Business School, Germany

2011 – 2014 *International Strategic Management and Asian Business*
Understanding global interactions, economic influences, and gathering technical and academic know-how for successful business interactions.
Studies at SDA Bocconi, Milan and Singapore Management University.
Thesis: "Cloud collaboration – market readiness and value proposition for the AEC industry, research and applied guidance supporting business transition"

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Ph.D. University of Wuppertal, Germany

2001 – 2004   *IT and Applied Computer Science*

CAD methods of the construction process by curtain-walls –Acquisition, research & development–

M.Sc.

1995 – 2001   **Budapest University of Technology & Economics, Hungary** *Structural Engineering & Sustainability*

2000 – 2000   **University of Wuppertal, Germany** *Diploma, IT for Structural Engineering*

1997 – 1998   **KIT, Karlsruhe Institute of Technology, Germany** *Advanced Studies, Engineering*

SKILLS

Languages	**English**, **German**, **Hungarian** business fluent
IT	**Business Intelligence** expert (*Excel, Power BI, Tableau*)
	Office expert, **Databases** (*Access, SQL*), **BIM** & **CAD**
Sports	**Fencing coach**