

# DEZSŐ FARKAS

## ENTREPRENEUR

LET'S GET IN TOUCH

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## PERSONAL PROFILE

Passionate about driving innovation and impactful positive change through building socially conscious business ventures from the ground up.

## PERSONAL ACHIEVEMENTS

2020 - Winner of Best Technology Solution 2019 Award as CEO

2017 - TEDx speaker

2016 - Co-devised the 'Declaration of the Second Chance Policy' for the European Parliament

2016 - 'Templeton Fellow' - chosen to participate in a Hungarian Talent Program from 20,000 applicants

2015 - Selected participant of the ASEF Young Leaders Summit to represent Hungary

2015 - Participant of the '50 Young Hungarian Talents' program

2014 - TEDx Co-host

2013 - TEDx Speaker

## AWARDS

2017 - Young Manager of the Year Non-profit sector - 2. place

2013 - Outstanding Professional Award winner for creating exceptional value at the university as a student

2010 - National Scholarship Awardee for being the second-highest performing student at the university

## CURRENT PROFESSIONAL EXPERIENCE

### FOUNDER AND MANAGER

Cégjelző Ltd. | 2018 - May 2020

*Subscription-based big data company offering a diverse portfolio of services for software companies*

- Successful exit
- Built a start-up from the ground up that currently employs 5 people
- Successfully networked with angels and investors
- Implemented design thinking and agile methodology

### FOUNDER AND PRESIDENT

Jövőt Építők Generációja

Egyesület/Association of the Future Talents Generation | 2016 - present

*Offering education program for talented young adults*

- Manages work and engagement of over 130 members
- Retained 95% of volunteer staff over the span of a year

## EDUCATION

### BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS

Candidate for Master in Business Administration

### CORVINUS UNIVERSITY OF BUDAPEST

MSc in Finance | Graduated June 2014

BA in Applied Economics | Graduated June 2010

- Project Manager at the University
- Founder of the Pro Nobilitas scholarship - awarded yearly to a student demonstrating exceptional altruism
- Co-leader of the FAKT College for Advanced Studies

## MISCELLANEOUS

### CURATOR

Global Shapers - Budapest Hub

*Global Shapers is an initiation of the World Economic Forum*

- Manages 20 international professionals and devises innovative projects that seek to create value

### MEMBER OF MENSA HUNGARIQA

*Mensa, the high IQ society, provides a forum for intellectual exchange among its members. There are members in more than 100 countries around the world*

## PREVIOUS PROFESSIONAL EXPERIENCE

### MANAGER

SMARTBOX/Okos Doboz | August 2017 – 2018

*The biggest Hungarian educational site with more than 10.000 games for primary school students*

- Built a teachers' module from the ground up that reached more than 5000 teachers in Hungary
- Reached more than 30% of the Hungarian elementary schools as users
- Honed communication and project management skills

### CEO

INNOSMART Ltd. | September 2016 – August 2017

*ERP system for SMEs*

- Managed a team of 50 cross-functional employees
- Drove growth to 2 million EUR revenue per year
- Developed skills in people management, day-to-day operations and delegation

### SALES AND FINANCE MANAGER

Granum Ltd. | Augustus 2013 – June 2016

*SME*

- Supervised the work of five team members
- Doubled the company's yearly revenues in 3 years
- Acquired a strong skill set in sales

### CORPORATE RELATIONSHIP ASSISTANT

MKB Bank – Hungarian Foreign Trade Bank | Januar 2012 – May 2013

*Fourth-biggest commercial bank in Hungary*

- Led preparation and research efforts for negotiation
- Assisted 10 high profile corporate clients per week
- Developed communication skills and acquired significant knowledge on banking

### STOCK ANALYST

Portfolio | October 2011 – January 2012

*The most prestigious Hungarian online financial journal*

- Devised five day-to-day summaries and reports on the US, Asia and European Stock Exchange
- Honed skills in writing and synthesizing information

## SUCCESSFUL PROJECTS AS FOUNDER

### BLOGGER & FOUNDER OF BLOG.CEGJELZO.COM

Cégjelző Ltd. | February 2019 – May 2020

- Has written more than 50 professional blog posts
- Reached over 10.000 readers on a monthly basis
- Acquired a strong skill set in SEO, online marketing and branding

### CHRISTMAS MARKET

Tüskevár Ltd. | November 2019 – Januar 2020

*Local hometown project; biggest nativity scene in EU*

- Built and organized venue for selling goods
- Acquired skills in offline marketing, branding, time management

### MENTOR NIGHT

JÉG | 2013 – present

*Ten talented youth are matched with ten high prestige mentors for a professional dinner*

- Reached more than 200.000 talented youth
- Developed networking skills

### THE BIG4 CONFERENCE

As a student | 2013; 2015

*First BIG4 conference in the history of Hungary represented by the partners of the 4 big accounting firms: Deloitte, EY, KPMG, PwC*

- Honed negotiation skills

### ECONOMICS FACULTY DAYS

As a student | 2011–2014

*Organized the biggest professional, cultural and sports event at the university with more than 2.000 participants*

- Developed a skill set in event organization and people management

## UNSUCCESSFUL STARTUP

### &U MEDIA

AndYou Media Ltd. | July 2016– October 2017

*First Hungarian magazine with a digital, interactive cover that could be accessed through an application*

- Raised 140.000 USD from a German investor
- Did not succeed in building a profitable business model
- Learned valuable lessons in start-up management and became more resilient

## HOBBIES

Sports -Played soccer and futsal in first division until the age of 27

Reading -Reads over 30 books a year

Travelling -Visited 50 countries across the world