

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

*Sr. Business Strategist, transferring Industries to Digital & Cloud*

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**PERSONAL** *Born:* 4 March 1977

*Family:* Married, two children

## WORK EXPERIENCE

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

2012 – *Business Strategy and Marketing, Worldwide*  
Leading the high-profile WW Business Development Team to accelerate business growth and to drive cross-divisional growth initiatives in focus countries.  
Develop strategic new business opportunities through Go-To-Market activities, industry partnerships, M&A and international projects.  
Shape cloud-based innovative market development programs.  
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 and delivery of industry product portfolio. Execute on regional strategies to drive adoption and provide industry expert guidance in implementation.

### **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 of 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

### **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”

### **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

