



## Széles József

- Assistant lecturer
- Sports Management.
- Year of birth: 1967.

### Qualifications, academic degrees

#### University degrees

- PE teacher – Hungarian University of Sports Science,
- Track & Field coach – Hungarian University of Sports Science,
- Weightlifting coach – Hungarian University of Sports Science,
- MBA – London Business School

#### Academic degrees and titles

- Currently Ph.D. student – Hungarian University of Sports Science,

### Professional career

#### Previous and current jobs, positions and titles

- Octagon Sports – event manager – London, 1992 – 1997
- Huthwaite International (Mercuri Group) – consultant, project manager, Sheffield and Budapest, 1997–2002
- Nike European Operations – various sales and marketing positions, Hilversum and Budapest, 2002 – 2009
- Hungarian University of Sports Science – independent lecturer – 2006 – 2018
- Performit Consulting Kft. , 2012 –
- Hungarian University of Sports Science – assistant lecturer – 2018 –

#### Key study trips, missions

- Business-to-Business Marketing – INSEAD, France, – 1999.
- Business Strategy – Karlöf Consulting, Stockholm, 2000.
- Go-to-market strategy & sales management – University of Chicago, – 2002.
- Corporate Life-Cycles – Adizes Institute, Los Angeles, 2005.
- Business Model Creation – INSEAD, France, 2012.

### Language skills

language	speaking skills	writing skills	reading skills	take part in a media event?
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<i>English</i>	<i>good</i>	<i>better</i>	<i>even better</i>	<i>yes</i>

## *Research, expert activities*

### *Major subjects and topics taught*

- *Strategic management*
- *Marketing & sports marketing*
- *Management, sales management.*
- *Brand management*

### *Field and discipline*

- *Marketing – Brands in sports*
- *Marketing – Commercial co-operations and distribution arrangements in the sports industry.*
- *Strategy – Applied business concepts within the sports organizations.*

### *Current research topics*

- *Competitiveness and value creation in youth sports organizations*
- *Performance measurement in distribution systems.*
- *CSR activities of sports organizations.*

### *Former research topics*

- *Brands as demand creators.*
- *Push and pull strategies within value chains.*

### *Expert advisory activities*

- *KPMG sports studies – 2008 – 2014.*
- *PWC sports studies – 2022 –*

## *Contacts*

### *University residence*

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