

**Prof. ATTILA KURUCZ PhD.**

*Associate professor, Expert of Agile PMM, Agile coach  
Head of Marketing and Management Department  
at Széchenyi University in Hungary*

**PERSONAL INFORMATION**

Place of birth (Date): Győr, (19.09.1978)  
E-mail: kurucz.attila@sze.hu

**EDUCATION**

Skills: **Certificated Economist specialized in Business Management and Information technologies**  
Institution: University of West-Hungary  
Graduation year: 2002.  
Certificate Nr.: 45/2002 – PTF 003557  
Skills: **Mediator (Conflict Resolutions), Business coach and Trainer**  
Institution: The Hungarian Coach Federation Foundation  
Graduation year: 2011, 2014, 2016  
Certificate Nr.: 001809/1 – Official list of mediators  
Skills: **Certificated Accountant**  
Institution: Perfekt Zrt.  
Graduation year: 2012  
Certificate Nr.: CXB B - 098054  
Skills: **Scrum Master**  
Institution: Entsol Hungary LP.  
Graduation year: 2019.  
Certificate Nr.: Entsol-SM-22

**LANGUAGE SKILLS**

Native: **Hungarian**  
Can teach in: **English**

**ACADEMIC QUALIFICATION**

Degree: **PhD in field of Economics and Management Sciences**  
Institution: István Széchenyi Doctoral School – University of West Hungary  
Date: 1<sup>st</sup> of July 2011.  
Dissertation: **Results of the applicability of performance management in domestic small and medium sized enterprises**

**JOBS**

01-09-2017 – Associate Professor – Széchenyi István University, Head of Marketing and Management Department (from 27-01-2020). Researching and lecturing in field of management: Business economics, process and quality, change management  
01-09-2016 – Assistant Professor – Szechenyi Istvan University, Department of Marketing and Management. Researching and lecturing in field of management: Business economics, change management, OD & Training  
31-08-2017  
01-02-2014 – Associate College Professor – Kodolanyi Janos University of Applied Sciences, Department of Management Studies. Researching and lecturing in field of management: Strategy, performance, changing, consulting.  
31-08-2016  
01-04-2012 – Senior project team leader – DataMagic Ltd. – Optimizing finance and business models, supporting software development and implementation projects  
31-01-2014  
01-04-2006 - Performance and process management professional/Business coach and

	mediation – Dr. Kurucz – Company advisory – coaching, process management (reengineering, creating), mentoring, project management
09-01-2007 –	Senior consultant (Project manager) – Lichtenberg Hatékonyságnövelő Kft.
03-31-2012	– Complex efficiency improvement programs, process management, performance management, IT projects – ERP systems implementations
01-04-2007 –	Project manager – Tig-res Zrt. – Strategy management consultancy,
31-08-2007	analysing, and strategy planning.
02-06-2003 –	Researcher and assistant lecturer – University of West Hungary, Faculty of
30-08-2007	Economics, Department of Business Studies - Research and lecturing: management, commercial economy, management accounting, global organizations and R&D.
20-09-2002 –	Consultant – A3 Consulting Ltd. – Business planning, project management
01-01-2005	for SME's tenders, training and developing programs

### WORK AND PROJECT EXPERIENCE AND RESULTS



- I led HR reorganization projects at three SME's where we implemented flexible work shifts and started an education and training program for the managers (2016-2018)



- Business Strategy project at AB Consulting Ltd.– work out the concept of strategy goals, creating a KPI, and monitoring system (2014-2015)



- Business process analysing and specification writing for AgroSprint Ltd. ERP implementation project in the field of Finance and Commercial. (May-July 2013)



- Executive & Business Coaching, and moderating jobs as the partner of Lichtenberg and Artois Training Ltd.

- Reengineering and lean project for Elcotronic GmbH, and Elcotronic Hungary. Organising of Supply Chain Management department. Focus on inventories, customer services, and purchasing. (20% of decreasing stock level, and coaching the new SMC manager). (2012 September-2013 January)



- I was one of the main constructors of Project Administration module of DataMagic ERP system. I was leading the implementation pilot project in 2011. Now the software company has 8 new partners who work with strong project approach.



- I was responsible for the implementation and developing of the finances-accounting module of DataMagic ERP system. I was the project manager of the system implementation at CEE Hungary Holding, Agria Drink Ltd., Kábel Team Group, Bahamas Ltd. Tropy King Ltd. (2007-2011)



- By 2011 I built up a new performance management frame, called “Teljesítmény Timpanon” (Performance Spandrel) on the basis of performance prism and activity-based costing. (2008-2011) I gained my PhD degree with this work.

- In 2007 and 2008 I led 3 BPR projects at MVK Zrt. (Public transport company in Miskolc) At HR department we reached 30% performance growth after reengineering the organization and HR processes. Overall it outcomes better utilization of capacity and made the duration of administration time shorter.



After mapping and re-engineering the main processes of the Logistics Department the company got rid of unnecessary inventories. It was evaluated 4.6 million HUF extra revenue within 3 months and further more than 6 million HUF saved was created from the fields of procurement and investment.



- At Aprítógépgyár Zrt. (later it's called RUUKKI) I was responsible for efficiency improvement of the field of Administration belongs to finance directories in 2006. During 4 months we managed to change the financial planning methods and implemented a brand new recruitment system for new workers.

- At painting workshop of the Aprítógépgyár Zrt. (later it's called RUUKKI) I made 4.6 million HUF savings from the paint consumption. In the flame cutting plant, I

was reaching overall 5% performance increase at the first 3 weeks. My project focused on time management, capacity planning system, and coaching.

- I wrote the Regional Market Analysis of Central European Electricity Market for MVM Zrt. (Hungarian National Electricity Company) It was a background strategic paper for the new commercial strategy in 2007.

#### **OTHERS**

2018	Member of EOQ MNB (Hungarian chapter of European Organization for Quality)
2011	Founder and board member of IACM, International Association of Coaching and Mediation©® <b>IACM</b> 
2013	Curator of Hungarian Coach Association Foundation
Competencies	B driving licence (it is depends, but approx. 1500-2000km/month) Hobby: play folk and blues music, reading the brand new issues (books and articles for consulting/coaching/managing)

Győr, 16 11. 2019

