

# István Szabó



## PROFESSIONAL EXPERIENCE

2016- Market development manager, AGRO.bio Hungary Kft., Szombathely

### **Support the management and technical team**

- To manage the company's demonstration farm program
- To set up new business on foreign markets (e.g Germany)
- To give technical support to sales team
- To support marketing with communication material, technical articles
- To be member of the management board

### *Achievements*

- To have 14 demonstration farm running with relevant growth regulator protocol
- To create a novel assessment protocol for biostimulants and growth regulator product
- To establish active and fruitful cooperation with independent scientist, research institutes and universities
- Successful coaching activity at sales representatives as member of the management team

2015- Private enterprise

### **Technical adviser in agricultural commercial sector.**

- Marketing support and project management
- Technical support to R&D
- Sales support
- Technical adviser and consultant
- Key account management
- Regulatory support
- Market research support and project management
- Communication (PR) support and project management
- Consultant in people management

2013-2015 Technical- and development leader, Agrova Kft., Nyíregyháza

Producer and distributor of Phylazonit microbiological product

### **Management of the product portfolio and support sales department**

- To lead the technical- and development team's work of the company
- To co-ordinate work between technical and sales department
- To manage product registration
- To manage cooperation with independent research institutes, universities
- To prepare technical training materials for sales staff
- To prepare communication materials, like brochures, leaflets, technical articles
- To support sales on field and on farmer meetings
- To manage partnership on foreign markets (Russia, Netherland, Germany, Slovakia, Romania) with technical and sales support
- To prepare plans and budgets
- To prepare reports

### *Achievements*

- To establish new company strategy (mission, vision) and corporate identity
- To establish professional foundation of sales and marketing

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- Well established partnership with independent research institutes (MTA Martonvásár, SZIE Gödöllő, Agrofil-SZMI, NÉBIH offices)
- To have professionally accepted role of the product and the company in agriculture

2001 – 2013 **Marketing Manager**, Dow AgroSciences Hungary Kft., Budapest  
Hungarian affiliate of the American crop protection company

## **Management of the local corporate marketing strategy**

- Drafting the local corporate strategy and the adaptation of the international strategy
- Support to the long- and mid-term product development based on the expectations and possibilities of Hungary's pesticide market
- Heading the local development work team, planning and coordination of its activities
- Involvement in regional networks (five types) and representation of the local affiliate in international projects
- Drafting of campaign plans and strategies, their launch and monitoring
- Corporate communication management
  - Setting up and managing corporate CRM system
  - Editing product catalogues and other publications
  - Keeping contact with agricultural media representatives
  - Planning and managing direct mailing
  - Drafting product presentation lectures
- Pricing and monitoring
- Elaboration of trade term systems (including rebates)
- Teach-in of new staff people, coaching activities

## *Achievements*

- Elaboration and conduct of the company's latest maize herbicide (Python Optima) campaign
- Successful product launches on the cereal herbicide market (Taltos, Columbus), the corporate market share got doubled in this segment between 2008 and 2010
- Setting up and managing the local affiliate's development work team between 2010 and 2013, as a result thereof the number of the local mid-term projects increased from 12 to 33
- Getting the market leading position in oilseed rape and successfully maintaining in the insecticide and postemergent herbicide segments
- Dow AgroSciences got awarded with the Business Superbrand title both in 2011 and 2012

1998–2008 **Sales representative**, Dow AgroSciences Hungary Kft., Budapest

## **Representing the company in Nógrád, Pest, Bács-Kiskun, Heves and Jász-Nagykun-Szolnok counties**

- consultancy in the company products and technologies for farmers
- lectures for customer information, organisation and conduct of field shows and regional workshops
- taking the company products into demo trials, fitting into the technology
- keeping contacts to the end users, direct distributors and resellers
- creating the promoter network

## *Achievements*

- the company's sales volume increased from 224 million HUF to 501 million HUF in the represented area
- integration of two direct partners into the team of distributors, whose turnover in the company's products increased by 5- 10 % on annual basis
- the company's market share reached the second highest level by 2008 among the five sales areas

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1995-1998

**Project manager,** Kleffmann & Partner Kft., Budapest

Market leading company in German ownership involved in agricultural market research

**Professional management of market research in seeds and pesticides**

- translation and adaptation of the questionnaires based on the expectations of the local business partners
- training, management and monitoring of the interviewers
- professional supervision, coding of the questionnaires
- presenting the produced results for the seed and plant protection companies

*Achievement*

- between 1995 and 1998 the result quality and the professional level of the company activity significantly improved according to the feedback of the clients
- extension of the questions applied in the questionnaires (Hu1 and Hu2) based on the local expectations
- Processing the results the company became a partner in drafting the marketing plans (continuous professional consultation e.g. with the BASF company)

## STUDIES

2014-2016

Szent István University Gödöllő, Faculty of Agricultural and Environmental Sciences

**Post graduated soil engineer**

2001–2002

University of Agriculture of Gödöllő (presently SZIE), Faculty of Agricultural Sciences

**Post graduated plant protection engineer**

1990–1995

University of Agriculture of Gödöllő (presently SZIE), Faculty of Agricultural Sciences

**dip. agricultural engineer and dip. special German-Hungarian translator**

## LANGUAGE KNOWLEDGE

English (colloquial), German (advanced level with special vocabulary)

## TRAINING

- KOTK course for foreign trading business people (1993-94)

## SKILLS

- Strategic attitude
- Good communication skills
- Innovative and creative thinking
- Organised and monitoring
- Open for continuous learning
- Individual work performance
- Team spirit

## MARITAL STATUS

- Married with three children

## OTHERS

- experience in business meetings abroad, business trips and trainings
- high-level knowledge and use of MS Office and functional (marketing) corporate applications
- driving licence B category
- writing poems, drawing and nature photo shooting on hobby level. I enjoy cooking, travelling, listening to music and visit live concerts. We are active members of two large family community.