

## **Dr. Peter J. Sos**

*marketing and communications expert*

### Education:

- ✓ University doctor at Karl Marx University of Economical Sciences, Budapest (1975)
- ✓ Journalist (Professional school of Association of Hungarian Journalists, 1975)
- ✓ Burson-Marsteller Roll-out University (1992)
- ✓ Grants: DAAD (Germany); Fulbright (USA)

### Career:

- ✓ Journalist, leading editor, Editor-in-Chief at different magazines over 22 years
- ✓ President and CEO of Academic Publishing House (1994–1998)
  - Establishing the “Classical Unabridged Dictionaries” family
- ✓ CEO of Sunbooks, the first Hungarian on-line book wholesaler company (1998–2000)
- ✓ Partner and Managing Director of B. SWAN Partners, a marketing communications agency (2002 -- )

### Tuition:

- ✓ Teacher at SKULL private communications school (1988–1991)
- ✓ Lecturer and Honorary Professor at Kodolanyi Janos University since 2004
- ✓ Courses and lectures in Kazakhstan, Portugal, Rumania, Russia, Ukraine

### Social:

- ✓ Vice President of Hungarian Public Relations Association
- ✓ Hungarian Association of Communications Science (also presentations)

### Books:

- ✓ *Hungarian exodus* (a historical book)
- ✓ Author of 3 Public Relations books (e.g. *#everydaypr – Public Relations practice in the Web era*)
- ✓ Editor of 6 Public Relations and marketing communications books