

## CURRICULUM VITAE

**Dr. Robert Braun**  
Budapest

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### CORE COMPETENCES

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Corporate Social Responsibility, Autonomous mobility, Business Ethics, Strategy, Narrative Theories  
(Philosophy)

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### ACADEMIC EXPERIENCE

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#### Current

##### TEACHING

From 2003 – present

**Associate Professor, Corvinus University of Economics, Budapest**

*Professor of corporate social responsibility at the leading Business University in Budapest, Hungary*

- Voted Professor of the Year in 2007

From 2015 –

**Lauder Business School, Vienna**

*Lecturer in Business Ethics and the Philosophy of Science*

##### RESEARCH

From 2016 –

**Institute for Advanced Studies, Vienna**

*Senior Researcher*

*Research team on autonomous mobility within the Techno-Science and Societal Transformation*

From 2014 – 2015

**Head of Research and Innovation, Superbrands CEE**

*Managing the Central Eastern European research and new project division of the biggest global brand assessment operation*

- Put together research projects in 3 countries (AU, SLO, CZ)

From 2011 – 2014

**Chairman, New Economics Forum, Budapest**

*Chairing the “beyond GDP” focused think-do-tank, member of the new economics network*

- Put together a coalition of likeminded think-tanks from 13 EU countries and forming the partnership Budapest Coalition

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## Past

### TEACHING

1995, 1997;

**Visiting Lecturer, Masaryk University, Department of Sociology**

2001-2003;

**Senior Lecturer, ELTE Media Dept., Crisis Communication**

2002

**Visiting Lecturer, JPTE, Pécs, Dept. of Communication**

1994-2000

**Adjunct Professor, Budapest University of Economics**

1991-1994

**Junior Lecturer, ELTE, Budapest, Dept. of Jewish Studies**

1995

**Visiting lecturer, Summer University, Bolyai-Babes University, Romania**

### RESEARCH

1997-1998

**Research Fellow, Institute for Advanced Study, Wassenaar, Netherlands**

1993

**Research Fellow, Institute for Historical Analysis, Rutgers University**

### UNIVERSITY MANAGEMENT

2014

**Pro-Rector, International Business School, Budapest**

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## OTHER EXPERIENCE (BUSINESS & PUBLIC SERVICE)

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### PUBLIC SERVICE

From 2009-2012

**Chief adviser to the Governor of the Hungarian National Bank**

*Management of the strategic communication (event, personal, publications, press) of the Central Bank of Hungary*

- *Managed a professional system of communication across all functions, managed the personal brand of the Governor in demanding political and economic times, increased the reputation of the institution as measured in the public opinion polls.*

From 2004-2005

**Chief political strategy adviser, Prime Minister's Office**

*Development and management of the political strategy of PM Gyurcsány*

- *Won the referendum on healthcare and dual citizenship, developed the political strategy that led to election victory in 2006*

From 2003-2004

**Director of Government Communication, Prime Minister's Office/ Deputy State Secretary**

*Setting up and managing the communications management team of PM Medgyessy*

*Set up a new and highly effective government communications network, introduced a preparatory, advanced team, and speechwriting system for the PM*

BUSINESS

From 2005-2013

**MD, B&P Consulting**

Managing the leading corporate social responsibility advisory in the CEE region

- *Introduced the concept and operational management practices of CSR to the CEE region*

From 2007-2009

**Managing Director, navyblue Europe**

*Managing the overseas arm of UK branding company navyblue*

- *Built up operations, won and served clients from Hungary (Hungarian Radio, 360), Bulgarian (BBB) and Romania (Brandavia)*

From 1999-2002

**Head of strategy and communication, Senior VP, Index.hu Plc**

*Founder and strategic leader of the market leading internet content provider*

- *Secured 4 million USD financing for the company, developed and managed the strategy to become the No.1 internet content provider of the country*

From 1997-1999

**Strategy and Communication Director, Sziget Ltd.**

*One of the principals of the company managing the biggest cultural festival in Europe, Sziget Festival*

- *Transformed the management company into a professional working machine capable to organize a 300k visitors' event, repositioned brand as one of the coolest event brands in Europe*

Unwaged

2007-2011

**Chairman of the Board of Good CSR program**

*A GRI based report writing and assisting program for companies and NGOs*

2007-2009

**Member of the Advisory Committee of the CEE Trust for Civil Society**

*Decision making in the USD 100 million joint exit fund funded by the Rockefeller Brothers Foundation, GMF, Open Society Foundation, Mott Foundation, and Ford Foundation*

2006

**Member of the International Professional Team: Brand Israel**

*Advising the Israeli Government on developing sustainable brand strategy*

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**EDUCATION**

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Dates	1992-1996
Title awarded	Title awarded 2002
Title of qualification awarded	<b>PhD (CSc)</b>
Principal subjects/occupational skills	Philosophy
Name and type of organisation	Rutgers University, NJ, USA [coursework]/Hungarian Academy of Sciences [awarder of title]

Dates	1992-1995
Title of qualification awarded	<b>D.Univ.</b>
Principal subjects/occupational skills	History
Name and type of organisation	Eötvös Lóránd University, Budapest
Dates	1985-1991
Title of qualification awarded	<b>MA</b>
Principal subjects/occupational skills	History, Philosophy of Arts, English literature
Name and type of organisation	Eötvös Lóránd University, Budapest