



## EUCLID: PÔLE UNIVERSITAIRE EUCLIDE

### FACULTY PROFILE / VITAE:

# DR. STEFAN B. SZALACHY

## PROFESSIONAL EXPERIENCE

**Stefan B. Szalachy**, self-employed since 1987, CEO & managing partner at Esprit Public Relations ([www.esprit-pr.at](http://www.esprit-pr.at)) in Vienna/Austria, has designed and implemented numerous long-term and short-term communication projects in business and politics since 1979.

Core competencies:

Strategy development for market and media communications. Coaching and advising managers and decision-makers in business and politics. Development of consensus solutions for conflicts with editors and/or publishing companies. Strategies for identifying top-of-the-range service providers (e.g. investment funds, law practices). Press work and event management. Public affairs and lobbying in legislative processes. Conflict management seminars. Internal mediation methods for companies. Support and assistance for independent business associations and statutory lobbies. Building strategic alliances with NGOs. Board Member of National PR Association, PRVA (1990-1994). Health-care policy-related communication for a private clinic. Strategic consultant of Chamber of Commerce Building Guild.



## EDUCATION

- + Matura (GCE/High School Certificate) at BRG d. Theresianischen Militärakademie Wr. Neustadt
- + University Studies in Law and Economics, University of Vienna (discontinued 1977)

+ Training in System-Constructive Mediation/Co-Mediation, Europäische Ausbildungsakademie Vienna (2003)

+ Official Mediator at Federal Ministry of Justice (since 2005)

+ Master's Degree in Mediation & Conflict Communications at Arge Bildungsmanagement Vienna (2009)

+ Doctorate in International Management Sciences at European University, 1190 Vienna, Geweygasse 4a. – Doctoral Thesis: Didactical sources and the impact of mediation competencies in the field of PR and communication consultancy. (2011)

## **TEACHING EXPERIENCE**

**VIENNA BUSINESS SCHOOL, 2003-04**

Specialized Instructor in Mediation & Conflict Management

**WAK ADVERTIZING ACADEMY VIENNA, 2009 to the present**

PR, Crisis & Conflict Management. Lecturer and Thesis Advisor, member of examining board

**HIGH SCHOOL VIENNA, 2008 to the present**

Lecturer at International MBA-programme Communication Management, Thesis Advisor, member of examining board

## **SUBJECT SPECIALIZATIONS**

Mediation, Coaching, PR & Communication Consulting, Lobbying & Public Affairs

## **PUBLICATIONS**

Articles in special interest magazines on strategic PR & corporate communication

## **AWARDS**

PR State Prize 1984; State Prize nominations in 1991, 1992, 2007; Best Practice Award 2007; International PR Award SABRE Gold 2008; European Excellency Award 2009; Silver Drum 2009; International German PR Prize/Category Lobbying 2010; Special Jury Award at the Austrian State Prize 2010.

## **LANGUAGES**

**English:**

Read, write, and speak fluently

**Hungarian:**

Read, write, and speak fluently

**German:**

Read, write, and speak fluently