



PUKLER, Gábor

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HUNGARY

ABOUT ME

20+ years of experience in Telecommunications with extensive business planning and business development expertise with a business oriented approach

recognised and appreciated influencer and leader in the Hungarian ecosystem

international and multicultural experience

LANGUAGES



I am a big supporter of my son's water-polo team, I am constantly seeking the best wines according to my taste and I am obsessed with the history of the medieval ages focusing on Sigismund.

Chief Executive Officer, Owner (2015 - )  
Innoplac Kft

Projects. Innovation. Building valuable businesses...  
Leading projects in the enterprise segment where measurable success and revenue generation is the key factor.

Innovation and Business Development Director (2008 - 2014)  
Hungarian Telekom Ltd.

Development and implementation of Magyar Telekom Group's innovation and business development strategy. Development of services for third party markets of Magyar Telekom, launching products, continuous search for new business opportunities. Full responsibility for business development from concept to full implementation, and for market entry. Managing a team of 50 people which increased to up to 100-120 people in several cases whenever a new project was launched. Cooperation with and involvement of related areas of the company. Management of enterprise-wide projects. Representation of the Magyar Telekom Group in other professional organizations. Management of the Magyar Telekom Group's full R&D activity. Keeping contact with Deutsche Telekom's T-Labs and Product and Innovation areas. Supervision of KIBU (Kitchen Budapest - Innovation lab). Development and technical supervision of programs for start-ups.

Achievements

- Development, approval, and repeated renewal of Magyar Telekom's innovation and business development strategy.
- Creating, operating and supervising operational processes and rules based on this strategy.

Financial markets

- The introduction of mobile parking (10 million transactions/year)
- Development and introduction of mobile payment solutions (mobile wallet (NFC), MasterCard Mobile)
- Entry into the financial (banking) market (2015) - development of strategy
- Entry into the insurance market - result: 450,000 customers, +4 billion HUF revenue

Energy Market

- Entry into the energy retail market (electricity, gas), Partnership model, development and operation of all processes - result: +50 billion HUF revenue
- Smart metering - setting up and testing the entire system: live operation in Szolnok and on the Ganz site (preparation for and compliance with Central Smart Metering tender is expected);
- Development and launch of Optimal energy management system

eHealth

- MediQue - Development of patient logistics, patient management solutions - live operation in Szeged in the local emergency room;
- HCM (HealthCareMobile) - using a mobile in health care - Development of a single retail platform (simplifying the process of gathering information and carrying out administration)

Smart City

- Concept development in accordance with the theme of a service-providing city, full responsibility for T-City Szolnok project (smart city card system, city guard system, safe club program, access control system at schools, energy efficiency system, Mobile City application, modernization of public transport, City of the Future program... etc.);
- Full responsibility for the Services in the Digital Hungary project;
- Preparation for the national 'Digital Hungary' programs (concept, modeling, identification of KPIs, development of audit methodology)

Smart Home

- Selection of Smart Home Platform, selection of Partners, launch a national test (Safe Home, Caring Home, Energy Efficient Home, Comfortable Home)

Other Projects

- Launch of an e-book store with Partner; Preparation of Smart car project; Preparation of E-Education Center project, development of Future Mobility Concept, introduction of TeleBike (basic system for BUBI); development of Solar Cell from Telekom project; Supervision of Idea and Prototype Competitions

Chief Executive Officer (2006 - 2008)  
Albacomp Zrt.

The management of Hungary's largest Hungarian-owned IT company which employed 450 people in the financial year 2006 and earned a revenue of HUF 16.5 billion. The main task is to optimize the resources and the company's repositioning and shifting it towards the services market. Development of optimal cost management, continuous maintenance of profitable operation. Development of the company's medium-term strategy together with the owners. Keeping contact with strategic customers.

Achievements

- Solving the management crisis arising in April 2006 in a short time. Strong presence in the Hungarian IT market.
- Introduction of successful cost-cutting measures.
- Brand building.
- Increasing the company's service revenues from 10% to 35% within 18 months.
- Entry into a new market which in 2007 accounted for more than 50% of the revenues in the system integration area.
- Introduction of training and team building into the corporate culture.
- Development and enforcement of processes, transforming existing processes into ones that support operation.



# EXPERIENCE



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## POSTS HELD

2012 -  
National Association of  
Hungarian Basketball Players  
*Member of the Board of  
Presidents*

2012 -  
Smart Future Innovation Cluster  
*Vice President*

2012 - 2019  
Hungarian Association for  
Innovation  
*Committee Member*

2012 - 2013  
Crmogorski Telekom  
*Member of the Board*

2011 - 2014  
Mobile Wallet Association  
*Chairman*

2009 - 2012  
Mobile Payment Provider Zrt.  
(MPP Zrt.)  
*Member of the Board*

2008 - 2011  
KFKI Rendszerintegrációs Zrt.  
*Member of the Board*

2008 - 2009  
Origo Zrt.  
*Member of the Board*

2007 - 2012  
Mobility and Multimedia Cluster  
*Chairman*

### Chief Sales Officer (2005 - 2006) T-Online Hungary (formerly known as Axelero)

Responsibility for T-Online Hungary's sales, management and control of the entire sales team (80 people). Fulfillment of the company's revenue and margin plan. Maintaining the market leading position and expanding the market share. Increasing broadband Internet reach among retail customers. Selling other services (equipment, security, service management ...) in addition to Internet access to the business segment (soho SME, large corporation, enterprise). Creation of customer retention programs, increasing customer satisfaction. Expansion of on-line advertising market, increase of advertising and non-advertising revenues, and maintaining the market leading position in this field as well. Repositioning of the Marketline business area. Involvement in the development of the entire company's vision and the development and implementation of empowerment programs as a member of the company's management. Actively keeping contact with the company's key partners.

#### Achievements

- Strong presence in the Internet services market.
- Exceeding the targets for revenue and the number of customers.
- Achieving outstanding result in the online advertising market in terms of revenue and market share.
- Creation of new sales channels.
- Successful development of breakthrough plans, then turning these into action-level practical tasks.

### Direct Sales Deputy Director (2004 - 2005) Axelero Internet Provider Co.

Management of the direct sales team (19 people) under the Deputy Chief Sales Officer of Axelero Rt. Development of sales strategy (annual, quarterly); promoting the achievement of the targets of certain sectors; review and monitoring of action plans and target markets, and measuring the effectiveness of campaigns; the development and monitoring of revenue and non-financial plans; management of key customers; promotion and management of professional cooperation among lines of business; involvement in projects affecting sales. Managing HR issues in this area. Supervision of the development and implementation of specific projects, facilitating the growth and the development of the area and the company. Evaluation and analysis of reports on a weekly and monthly basis.

#### Achievements

- Forming the direct sales team; identifying and creating new sectors.
- Closing revenue and non-financial plans on 130% at the end of the first term.
- From among key clients, deepening government relations and establishing a lobby system.
- Development of the account management activity outside the sales activity – Customer Retention.
- Successful introduction of churn management activities.

### Managing Director, co-owner (1997 - 2004) Alba Internet Ltd

Selling key telecommunications services. Supervision of technical operation. Keeping contact with key customers. Planning and implementation of telecommunications networks. Selling hardware and software to key customers. Educational activities (college education, vocational training courses)

#### Achievements

- Strong presence in the Internet services market.
- Becoming a nationwide service provider from a regional one.
- Operation of a profitable ISP as of 1998 (doubling profits year after year).
- Significant market presence among corporate customers in the leased line and high-bandwidth access market.
- Result of successful operation: Acquisition of 100% of Alba Internet by Axelero Internet Rt. in May 2003, then merger from October 2003.

# EDUCATION

## Diplomas

**Master of Science in Agricultural Engineering** (2010)  
University of Kaposvár, HU

**Computer Science Engineer - technical management specialization** (1997)  
Technical College Budapest, HU

## Trainings

- Training provided by employers  
Strategic training, Project management, Communication training, Presentation skills development, Innovative approaches training, Training in the interpretation of international trends, Team building
- Empowerment trainings (Dale Carnegie 2005-2007.)
- Microsoft Certificated Trainer (MCT)
- Microsoft Certificated Professional (MCP)
- CISCO Certified Design Associate (CCDA)