



GABRIELLA KARNIS

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Nationality: Hungarian

Date of birth: 15.12. 1975

Sex: female

Workplace: University of Pécs Faculty of Business and Economics, Institute of Marketing and Tourism

Job position: Vocational Instructor

EDUCATION AND TRAINING

Master of Art in Marketing

2016

University of Pécs Faculty of Business and Economics

Andragogy

2011

University of Pécs Faculty of Adult Education and Human Resources Development

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2

Language exams:

English ECL B2

AWARDS AND ACHIEVEMENTS

Executive Fellow 2023 – University of Pécs Faculty of Business and Economics

The recognition is given to those outstanding corporate partners who have made a significant contribution to the educational, research and innovation activities carried out by each of our Departments, thereby increasing the socio-economic impact and usefulness of the professional work undertaken by the Faculty. (Commercial Relations Non-Retail Lead – Philip Morris Magyarország Ltd.)

Award for Successful Enterprises “Startup” Category Winner 2016 - Ministry of National Economy

Ministry of National Economy “Award for Successful Enterprises” September 2016 “Startup Category” Winner Zirci Apátsági Manufaktúra Ltd. (Sales and Marketing Manager Zirci Apátsági Manufaktúra Ltd.)

WORK EXPERIENCE

Commercial Relations Non-Retail Lead Philip Morris Magyarország Ltd.

2021 October – 2023 December

Regional Sales Development Manager Philip Morris Magyarország Ltd.

2020 January – 2021 September

Area Sales Manager METRO Kereskedelmi Ltd.

2017 May - 2019 December

Sales and Marketing Manager Zirci Apátsági Manufaktúra Ltd.

2015 March-2016 December

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Sales management	BSc	Hungarian	N	Y	N
SMEs Marketing	BSc	Hungarian	N	N	Y
Offer Management	BSc	Hungarian	N	N	Y

FURTHER SKILLS AND COMPETENCIES

20 years of commercial and marketing experience in the FMCG sector, leadership, key account experience, training, mentoring, coaching, B2B experience