



**Csaba SZALAI**

Sales Engineer  
Microtronic AG

Switzerland

### Work Experience

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- Master in Computer Science, ETH, Swiss Federal Institute of Technology, Zurich
- Master in Sales Management, SMC Swiss Marketing, Olten
  
- Electrowat Engineering AG, software engineer and project leader for 5 years  
Object Oriented Software Development of Geographic Information Systems (GIS) with RDBMS, customer-specific GIS application development for utilities and railway companies in Europe, project leading of GIS application development, project leading of system integrations, customer training and support
  
- Crow Ten Information Engineering AG, sales manager for 5 years  
Sales management of GIS applications and services focused on the European Utilities and Public Transport market, including customer training and support, benchmarking.  
Marketing management of product, pricing, communication activities for the Swiss market
  
- Pulinco Engineering AG, business consultant for 3 years  
Consulting in Business Engineering focused on the Swiss Financial Services and Health Care market, business development of a new software-supported methodology for business process management, risk management and projet controlling
  
- MICROTRONIC AG, sales manager for 5 years  
Sales management of cashless payment systems focused on the international vending industry, including commercial and technical consulting, training and support of distribution channel all over the world, direct Key Account Management, organisation of international exhibitions, seminars and workshops