

## László Drajkó

Partner, co-owner

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## EDUCATION

- 2008-2009** Corporate Leadership at Insead Fontainebleau, France
- 1991-1992** Design, Planning & Management at Delft University of Technology
- 1986-1991** M.Sc. degree in Computer Science at Budapest University of Technology

## CORPORATE EXPERIENCE

- 2017 -** SCADEMY Secure Coding Academy Ltd, Budapest, Hungary  
**Partner, Co-owner**

Budapest based international training services company, focuses on educating computer programmers. It drives awareness raising campaign for ever-growing number of security holes in software products. The start-up company offers blended learning solutions, including online, classroom training and team building exercise to transform programmers them to motivated secure coding team. Beside the shareholders role, I am particularly supporting the strategic international expansion, with increased focus on US based software companies.

- 2012 -2016** Graphisoft North America Inc., Los Angeles, USA  
**Vice President, Americas**

Business ownership of the Americas region. Creating new business initiatives, investment plans for significantly upgrading Graphisoft's presence in the Americas for Board of Directors approval.

### Prime responsibilities

- Business development strategy and implementation of the plans for the Americas
- Managed execution, definition of main business processes and related KPI metrics, goal setting and rhythm of business reviews
- Forming organization capability, acquiring and developing human capital
- Global business owner - sponsorship on Graphisoft's licensing policies and BIMcloud business model and subscriptions

**2007-2012** Microsoft Hungary, Budapest, Hungary  
**General Manager**

Overseeing Microsoft's multi-core business units on a single national market. Operating the growth engines of run-rate business units on multiple market segments from consumer, SME and Corporate. Engaging multi-channel partnerships in consumer, commercial and telecommunications sectors.

**Prime responsibilities**

- Local implementation of Global business strategy
- Cross divisional and cross segment managed execution – direct line reporting by segments, product divisions while dotted lines by them to regional peers in matrix organization
- Engaging government affairs on the National and European levels for public policies
- Driving a global initiative – emerging markets consumer licensing growth
- New markets - Incubating "Cloud Services" business

**2004-2007** Graphisoft, Budapest, Hungary  
**Director, International Sales**

Managing global sales channels. Operating existing sales channels, recruitment of new partners in key geographies, creating and implementing channel development initiatives to accelerate sales growth across the globe.

**Prime responsibilities**

- World-wide sales channel management of one and two tier channels
- Landing global marketing initiatives with partners to foster local buy-in and implementation
- Partners skill & competency development

**2000-2003** Axelero Internet, Budapest Hungary  
**Chief Executive Officer**

A Telekom (Deutsche Telekom Group's Hungarian Telekom) funded broadband internet start-up, CEO reporting to BoD, managing investments to broadband internet access and content business development.

**1998-2000** Compaq Market Development Group, Munich, Germany  
**General Manager**

Central & Eastern European multi-country organization developing new business and operating from Munich, Germany

**1996-1998** Compaq Computer Hungary, Budapest, Hungary  
**General Manager**

General Management of Sales, Marketing and Services businesses in both distribution partner and direct business channels

**1994-1996** Novell Hungary, Budapest, Hungary  
**Managing Director**

General Management of network software business, including Sales, Marketing and Services business in a multi-tier distribution channel model

**1992-1994** Novell GmbH, Düsseldorf, Germany  
**Country Manager**

Sales Management of a multi-country region of Central and Eastern Europe, in a multi-tier distribution channel model

## **SOCIAL ENGAGEMENT**

**2010-2012** AMCHAM – American Chamber of Commerce in Hungary  
Board Member

**2007-2009** IVSZ – ICT ASSOCIATION OF HUNGARY  
Board Member

**1992-** Schönherz Collegium Alumni