



Miklos Sarvary (Hungary)

Professor of Marketing
Director, The Learning Innovation Center
Deputy Dean, Executive Development Programmes

E-mail: miklos.sarvary@insead.edu

Miklos Sarvary was appointed as Dean of Executive Education at INSEAD on September 1st, 2009. For years, he has worked closely with the school's Executive Development in his function as the Director of INSEAD's Learning Innovation Center, a research outlet with the mission to develop innovative teaching formats for executive programs.

Before joining INSEAD, Miklos was a faculty member at the Harvard Business School and the Graduate School of Business at Stanford University. He studied physics in Hungary's Eotvos Lorand University, earned an MS in Statistics from Ecole Nationale Supérieure des Mines de Paris and a Ph.D. in Management from INSEAD. Prior to becoming an academic, he worked for IBM, selling integrated IT solutions to large financial institutions.

Miklos' most recent research focuses on social networks, new media and user-generated content, examining how these technologies transform marketing. His recent papers study media competition, online advertising, the structure of the Internet and techniques related to 'community management'. Previously, he did work on dynamic R&D strategies, information marketing, the worldwide pricing of cellular telephone services and the global diffusion of telecommunications products. He is member of the Editorial Boards of *Marketing Science*, *Quantitative Marketing and Economics*, *International Journal of Research in Marketing* and *Journal of Interactive Marketing*. Miklos has taught executive courses and consulted in various parts of the world for large corporations, including Degussa, IBM, INTEL, Nokia, Alcatel, Samsung, Pearson, McKinsey & Co., Dun & Bradstreet and PwC.