

Máté Balázs

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PROFILE

CEMS Master's student and founder pairing brand & growth marketing with hands-on AI product development. Shipped a live pricing-intelligence SaaS, now building an AI sales agent, and ran a social-media agency for SMEs.

EDUCATION

Budapest Corvinus University, MSc in Management and Leadership (CEMS) *Budapest, Hungary | 2025–2027*

- GPA: 4.8/5.0 • Expected graduation: MSc June 2027, CEMS MIM Dec 2027 • Available full time from June 2027
- CEMS exchange, Feb–Jun 2027: Korea University Business School, Seoul, including a multi-month CEMS Business Project embedded at a corporate partner company
- Corporate case work: redesigned MOL's customer loyalty programme in a block seminar and presented the solution to the company; case seminars with P&G (AI in digital transformation) and Accenture (startup pitching)

University of Amsterdam, BSc in Business Administration *Amsterdam, Netherlands | 2021–2024*

- Coursework: Business Analytics (Python), Quantitative Data Analysis, Business Operations, Accounting, Finance, Economics

EXPERIENCE

Again (againai.co), Founder *Budapest, Hungary | 2026–Present*

- Building an AI sales agent for wholesale distributors that finds customers who stopped ordering, writes them offers and drafts orders for human approval, measured against a randomised control group.
- Built with AI coding agents on 4+ years of invoice data from a Hungarian distributor design partner.

ÁrFigyelő, Founder *Budapest, Hungary | 2026–Present*

- Founded ÁrFigyelő (arfigyelo.com), a pricing-intelligence SaaS that monitors Hungarian marketplace prices for retailers and distributors and flags margin risks, MAP violations, and repricing opportunities.
- Built and shipped the entire platform with AI coding agents on a Next.js/Supabase stack, including the marketing site, dashboard, and price-collection pipeline; live and running its first pilot.

Expert Zrt., Digital & AI Innovation Team *Budapest, Hungary | 2024–Present*

- Contributed to the Hungarian market launch of the Uwant brand as part of a small team: built the website and ran promotional strategy and marketing across channels.
- Part of the team driving the company's AI adoption from September 2026: introducing new tooling, building workflow automations, training employees, and redesigning inefficient processes.

Brand & Digital Consultant, Freelance *Budapest, Hungary | 2025–Present*

- Advise Budapest Racquet Society and Villa Sempervivum (boutique rental property) on brand and digital strategy.
- Design and ship client websites and digital channels, generating Villa Sempervivum's first direct bookings.

Labz Media, Co-Founder & CEO *Amsterdam, Netherlands | Jan 2023–Dec 2023*

- Founded a social-media marketing agency delivering branding, content creation, and lead generation for SMEs.
- Acquired and served two SME clients across outreach, growth strategy, and content delivery.

Aspect Energy Hungary, Consultancy Intern *Budapest, Hungary | Aug 2023–Oct 2023*

- Diagnosed inefficiencies in the asset-registration process and implemented a software-based tracking solution, improving data accuracy and reporting reliability.

Catalyst Events, Event Organizer *Amsterdam, Netherlands | Dec 2022–Aug 2023*

- Helped scale Catalyst into Amsterdam's largest student party organizer, with flagship events of 1,000 attendees.
- Directed a four-person creative team (photo, video, design); negotiated sponsorships, venues, and vendor contracts.

LEADERSHIP & PROJECTS

Ivey Business School, Digital Innovation Studio (Global Elective) *Remote, Canada | Sep–Dec 2026*

- Developing AI and agentic workflow solutions for a Canadian hospital in a five-person international team, collaborating directly with the hospital's CTO from scoping to delivery.

CEMS Club Budapest, Head of Socials *Budapest, Hungary | 2025–Present*

- Led social and CSR programming for the V4 Conference in Budapest (80 attendees, 16+ CEMS schools), coordinating logistics and attendee experience.

SKILLS & INTERESTS

Languages: Hungarian (native) • English (bilingual proficiency) • Spanish (intermediate)

Skills: AI-assisted product development (Claude API, agentic coding tools) • Brand strategy • Content & social campaigns • Lead generation • Landing-page design

Interests: AI & digital business, filmmaking, golf, tennis, motorsports