



MAG. ANDRÁS WISZKIDENSZKY, Regional Director, Superbrands CE, Austria, Czech Republic, Slovakia, Switzerland

András Wiszkidenszky (48), publisher and branding expert. András, a native Hungarian, was born in Budapest and graduated as an economist at Finance and Accounting at the Budapest University of Economics in 1993. In the first years of his professional carrier he run an International printing brokerage business and built up Central Europe's first online market place for printing services (print-x.com). Focus of the business had been transformed more and more towards publishing, which has taken over the focus over the years. By 2010, András' publishing house (PxB) became the largest specialized publisher of branded content and brand magazines. A large portfolio of contracted corporate publications for leading Hungarian companies (Antenna Hungaria, Herend, Opel, CIB Bank, UPC, etc.) and own titles in special interest fields like gastronomy (Dining Guide), hospitality (Where), baby care (Babanet) and construction (MaÉp) determined the range of competences of the company. From 2004 PxB has become the franchisee and representative of the International Superbrands program and as such it has organized the yearly evaluation and awarding of the leading brand of Hungary. András has been strongly involved in the brand evaluation process and therefore he has become an important expert in the branding landscape of the country. After 8 years András has been invited to be the regional leader of the Superbrands network in charge of the Czech Republic, Slovakia, Austria and Switzerland. Currently András lives in Vienna with his family, deals with the daily operation of Superbrands Austria and supervises the regional activities. András is committed to the culture and sport, he used to be the supervisory board president of the internationally recognized Krétakör theater, he is an enthusiastic runner and amateur football and badminton player.