

PERSONAL INFORMATION



Réka Matheidesz

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Reka Matheidesz bridges the worlds of art, design, academic research with entrepreneurship with a track record of 25 years of innovation. Experienced leader and strategist with a demonstrated history in building up meaningful partnerships with diverse stakeholders of the knowledge triangle including academia, social&for profit businesses, research institutions, cities and the public sector. She has extended experience in generating and running interdisciplinary education and research programmes and managing art and design institutions. She is skilled in strategic planning, creative industry development, innovation management, social impact.

She holds a master's degree in economics from the Corvinus University in Budapest, European Studies from College of Europe and Social Entrepreneurship at INSEAD.

She was Awarded E&Y Innovative Entrepreneur of the Year in 2010, shortlisted for Women of Excellence Award by the American Chamber of Commerce in 2011, listed among the 50 most influential women in Hungary by FORBES in 2023, and just recently obtained an Impact Leader Award in 2024. In her latest position, as CEO at Moholy-Nagy University of Art and Design she has significantly intensified international network participation, business co-operations and EU grant activity. These results demonstrate that the combination of her expert knowledge and management skills result in long-lasting improvements.

2023. MARCH-
current

MOME University of Art and Design, Budapest
CEO

Strategic and operative leadership of one of the leading design universities in CEE. The role includes design and delivery of an innovation ecosystem to reach front runner position in linking social impact (inclusion), creative skills (beautiful) and sustainability in research and education. Setting up a monitoring scheme for performance indicators. Awarded Impact Leader of the Year.

2020 NOV-2023
MARCH

MOME University of Art and Design, Budapest
Director of EU programmes and Business Development

Strategic leadership of the EU and Business Development Directorate, strategic planning, project generation, grant management and implementation of **EU funded and business projects in the field of design lead innovation**. Under her leadership, she has raised the contacted EU innovation projects twentyfold **and has initiated strategic interdisciplinary partnerships and raised revenue from business players**

2014 SEPT-
2016JUNE

MOME University of Art and Design, MOME+ Incubator and Acceleration Programme.
Mentor

Providing know how transfer, coaching to selected graduated students starting their creative business in framework of MOME+ Acceleration program

2014 JAN-
2020NOV

EU senior expert Performed services in the following projects:

JRC New European Bauhaus high level expert

Come In! URBACT project Providing monitoring services to 8 international partner cities to set up sustainable and scalable **cooperation models within an interdisciplinary stakeholder partnership in the field of creative industry**

DG Regio, European Commission Urban Agenda Partnership expert Setting up the Second Circle **Urban Agenda Partnership Scheme** in Poland, Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Croatia, Slovenia with multiple level stakeholders

DG Regio, European Commission Urban Agenda Evaluation expert **Evaluation of Urban Innovative Actions** projects from Central and Eastern European Countries and providing recommendations for capacity building measures to improve performance level in integrated urban innovation, combining infrastructure, social and creative industry

European Commission, Urban Innovative Action Secretariat, Ecorys Netherlands **Urban Innovative Actions Evaluation expert** Providing evaluation and appraisal services for the proposals of **Urban Innovative Actions Calls in social innovation**

European Commission, Particip GmbH, ROM Western Balkans- Result Oriented Monitoring expert :Providing result- oriented monitoring services of **EU funded projects in the Western Balkans** (Serbia, Macedonia, Albania, Montenegro, Sarajevo) in innovation and creative industry

Evaluation expert **Design of evaluation methodology and execution of evaluation for EEA and Norwegian Funds in Hungary in the area of Culture** , Cultural Heritage and Civil Society Production of a final evaluation report including policy, management and operational recommendations

EAC European Commission, Evaluation expert in Evaluation of applications for Creative Europe Programme for the European Commission, Production of final evaluation report

SEPT2006 -JAN 2014

Founder and CEO

WAMP –Creative Women SME Cluster

WAMP is a business, communication and knowledge transfer platform for Hungarian and international women SMEs in the creative sector. It provided marketing, business and training services to its members. Responsibilities included the overall management, strategic planning and the establishment of strategic international partnerships. Concluded successful exit in 2013.

Awards received: Innovation category EY Entrepreneur of the Year 2010 Shortlisted for RSM European Business Awards, London 2012, Enterprise Europe, Ambassador for creative entrepreneurs 2010. Shortlisted for Women of Excellence Award, American Chamber of Commerce

MARCH 2005-
SEPT2007

Provice Ltd Head of International and EU Projects

Setting up and overall management of the Unit, the development of services on the national and international level. Management of a team of 4, formatting proposals for European Structural Funds

MAY 2004- MARCH
2005

Ramboll, Denmark The Project Generation Facility Preparatory programme for European Structural Funds, Hungary, Cluster expert

Providing know how transfer and technical assistance services to future beneficiaries to develop successful applications for future SF projects.

SEPT2002-MAY2004

National Development Office, Prime Minister's Office, Hungary, Deputy Head of Department

Programming of EU funded projects in the field of institution building and Social and Economic Cohesion. Preparation of Hungary for EU membership

SEPT 2001-SEPT2002

Project manager

DHV Ltd

Implementation of several EU technical assistance projects, grant management schemes in the field of education and culture on Hungary and bid management of projects

JAN2000-SEPT2001

Ministry of Culture and Education Project Coordinator

design and management of EU funded projects in the field of culture, higher education development, vocational training, human resource development

EDUCATION AND TRAINING

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Social Entrepreneurship Programme

INSEAD, Fontainebleau

2000-2001

MA in EU and Development Studies
College of Europe, Natolin

1995-1998

MA in International Relations
University of Economic Sciences, Budapest

1991-1995

Bsc in Economics
University of Economic Sciences, Budapest

...PERSONAL SKILLS

Mother tongue(s)

Hungarian

Other language(s)

English

| UNDERSTANDING | | SPEAKING | | WRITING |
|--|-------------|--------------------|-------------------|-------------|
| Listening | Reading | Spoken interaction | Spoken production | |
| proficiency | proficiency | proficiency | proficiency | Proficiency |
| Replace with name of language certificate. Enter level if known. | | | | |
| Very Good | Very good | good | good | Good |
| Replace with name of language certificate. Enter level if known. | | | | |
| Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user Common European Framework of Reference for Languages | | | | |
| fluent | Fluent | fluent | fluent | Fluent |
| Replace with name of language certificate. Enter level if known. | | | | |
| very good | very good | very good | very good | very good |

Italian

Portuguese

Replace with name of language certificate. Enter level if known.

ADDITIONAL INFORMATION

Achievements:

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2024 Awarded Impact Leader of the Year 2024
2023 Listed among 10 most influential women in creative industry in Hungary by Forbes
2023 Listed among the 50 most influential women in Hungary by Forbes
2018 Listed on URBAN BUDAPEST by Forbes
2011 Nominee for HSBC European Business Awards, London
2010 European Entrepreneur Award- European Commission, Enterprise Europe
2010 EY Entrepreneur of the Year - Innovation category
2010 Ambassador for Creative SMEs- Enterprise Europe