

## TEREZA ZUNTOVA WORLD CHAMPION

**Tereza Zuntova THE KICKBOXING WORLD CHAMPION and successful business development manager says that AAU's practical approach is an advantage in competitive job market. She underwent a spinal operation in 2006, but with hard work she is back on her feet ready to compete!**



I learnt about AAU from a former colleague of mine who had studied at AAU before me. I lived in the UK for 3 years and experienced the "Anglo-Saxon" system of higher education; the existence of an institute such as the AAU sparked my interest. I wanted to study in an interactive and practical way. I've always felt that theories and definitions are important but it is the practice that makes difference in real life whether it is a business life or your private life. AAU fulfilled my expectations in that way. I met a lot of very interesting people and had some unforgettable discussions with them. I still keep in touch with some of my lecturers.

Currently I work for a Czech company called Pears Health Cyber which provides e-Marketing solutions to pharmaceutical companies around the world. I started there as a Project Manager two years ago. Now, I am responsible for the business development in EMEA region (Europe, Middle East, and Africa). It is my job to look for new business opportunities, search for new potential clients, acquire these clients and then key account them. Before I started working for PHC I had worked as a management trainee for Unilever CZ. The selection process for this position was very demanding and I faced 4 other applicants in the final 4th round of the selection procedure. Three of them had already completed master degree in economy on traditional Czech universities and one had even completed her PhD. I think it was the practical approach of AAU (presentation, business cases, analysis, negotiation exercises, etc.) that gave me the advantage over the others.

My advice to the AAU students would be to really enjoy and take the most out of all the case studies, presentations, analysis, discussions and argumentations they are asked to participate in. It is the best training for real life in business and in privacy.