

**Patrick K. Magyar**

**SwissSkills Marketing** General Manager and Interface Marketing AG Managing Partner



**Patrick K. Magyar** is the General Manager of SwissSkills Marketing & Events and the Managing Partner of Interface Marketing AG. He was the Vice-Chairman of the Board of the Diamond League AG from 2009 to 2014, and the General Secretary, Athletics Director and Deputy Meeting Director of the Weltklasse Zürich Track and Field Meeting (1991 – 1998) and then Meeting-President and Meeting Director (2006 – 2014).

He organized the European Championships in Athletics in Zürich in 2016. Among several other responsibilities, he was the Swiss America's Cup challenge Team Alinghi General Manager (2004-2005) and the founding CEO of FIFA Marketing AG (2001-2003).

He was also President of the Swiss Athletics Federation (2004 – 2006) and Athletics Coach of LC Zürich (1980 – 1997) and represented several athletes (Viktor Röthlin, Kariem Hussein, Lisa Urech, Franziska Rochat-Moser and Mujinga Kambundji).

Co-writer of *Markenpioniere und Pioniermanagement*, Kasimir und Patrick Magyar, Löpfe-Benz, Rorschach (1987) and *Zukunft im Kopf, Wege zum visionären Unternehmen*, Kasimir M. Magyar und Peter Prange, Haufe, Freiburg i.B. (1992).

He studied business at the University of Zurich (lic. oec. publ.)