

Bruce Hoggard, FCInst.M, appointed to visiting professor at the University of Budapest



Bruce Hoggard, the CEO and President of the Canadian-based international marketing company Hoggard International, has been appointed a Visiting Professor at the Faculty of Business Administration at Corvinus University of Budapest, Hungary.

Teaching the class “Managing a Multinational Enterprise” and developing an international development class taking students to Asia and North America, he is bringing his 30 years of international business into the class room.

He has also taught in Canada, Switzerland, and several other countries in Asia. During his appointment, Bruce will be working with Hungarian companies and government officials to develop international business opportunities in North America and Asia. Bruce is a Past Chair of the Canadian Institute of Marketing. He can be reached via email at bhoggard@shaw.ca."