



WBA Budapest – Executive Program

Think strategically. Lead with clarity. Connect through wine.

info@wbabudapest.com

INFORMATION FOR PROSPECTIVE PARTICIPANTS

WBA Budapest – Executive Program

Think strategically. Lead with clarity. Connect through wine.

At WBA Budapest, we offer more than education — we offer transformation.

Our one-year hybrid executive program is designed for professionals who are ready to think beyond the bottle and lead with cultural insight, business acumen, and strategic perspective.

Whether you are a winery director, brand strategist, sommelier, or entrepreneur, our curriculum is built to help you sharpen your thinking, expand your global outlook, and navigate the complex realities of the wine industry.

What to Expect

- One-year hybrid structure: online modules + in-person sessions in Budapest
- Six thematic modules covering strategy, branding, leadership, regulation, tourism, and sustainability
- Real-world case studies, expert-led workshops, and a final group project
- International faculty and small cohort size to foster rich dialogue and lasting networks

Who Should Apply

- Experienced professionals in wine, hospitality, marketing, or export
- Emerging leaders seeking strategic depth and global exposure
- Curious thinkers who value cross-disciplinary learning and collaborative insight

If you've ever asked yourself not just "how" to grow in the wine business, but "why" and "with whom" — WBA Budapest is designed for you.

Outcomes

- Greater clarity in strategic decision-making
 - Tools to position and lead in competitive global markets
 - Broader understanding of wine as a cultural and economic system
 - Access to a growing international network of alumni and mentors
-

Training Institution: / EXPERT MANAGEMENT CONSULTING Ltd./ Company registration number: 01-09-569423/ Registered office: Fenyőerdő utca 14.,
1028 Budapest, Hungary/ Tax number: 12249604-2-41/ Adult education registration number: B/2024/000994