**CV – In English**

**Radka Johnová, PhD.  
Born**: 1958, in Prague, Czech Republic  
**Education**: University of Economics, Prague, graduated from the Faculty of Business  
**Profession:** Teacher in Marketing at the Czech Technical University in Prague (Masaryk Institute of Advanced Studies) and at college Art&Design Institute, Prague. **Specialization: Marketing of Cultural Heritage, Art Marketing**  
**Lectured** Marketing of Cultural Heritage and Art Marketing for students of Institute of Technology, Sligo, Ireland; Charles University, Prague (Faculty of Arts); University of Economics, Prague. Visiting lecturer at universities in Austria (Fachhochschule für Informationsberufe, Eisenstadt); Greece (T.E.I., Athens, University of West Attica); Denmark (UCN, Hjorring); Iceland (Bifrost University, Reykjavik and Bifrost); Turkey (Cukurova University, Adana); Poland (MWSE – College of Economics, Tarnow) and Lithuania (Vilnius Cooperative College).  
**Previous experience in art marketing** (1989 – 1998): Art Centrum, Inc., art and advertising agency; sales and production manager. Full service in publicity and promotion of foreign and domestic companies both in Czechia and abroad, export of Czech art, artists and transfer of copyrights, organization of art and commercial exhibitions; later as free-lancer, production manager and consultant in the same branch (audio and video programs, multimedia exhibitions, marketing, public relations, promotion campaigns).

**References** (the most important art marketing projects, i.e. multimedia presentations, exhibitions, advertising campaigns:  
Germany: Deutsches Museum, Munich; Liebherr;  
Switzerland: Asea Brown Boveri (ABB), Baden; Technorama, Bellprat Associates AG, (Bellprat Architektur und Ausstellungen); Keramik Laufen, Winterthur.  
EXPO ´92 Seville; Exposition for Crossroads Christian Communication Inc., Canada.  
Shivaki, Hong Kong. Galatius, Soro, Denmark. Ministry of Culture, Tunisia. Ministry of Culture and Civic Forum, CZ

*Member of Programme Council of the “Małopolska School of Economics in Tarnów Research Papers Collection“  
Member of International Scientific Committee of the 2nd International Conference on Strategic Innovative Marketing, September 13-17, 2013, Prague, CZ  
Member of Programme Council of the International Scientific Conference Innovations in Modern Organizations – Economic and Social Aspects, Tarnow, Poland, Sept. 26, 2014*

**Contact**: **email:** [**rsj@seznam.cz**](mailto:rsj@centrum.cz)