*Genius Bar*

**Samuel Vetrak**

**StudentMarketing**

Samuel Vetrak is the founder and CEO of StudentMarketing, a market research and business development company specializing in the global youth, student and educational travel market. The company was founded to meet the glaring need for strategic market intelligence on the fast growing but under documented youth and student travel industry. Vetrak has put together and groomed a professional team of 28 researchers and analysts. The company provides comprehensive insight on global student mobility patterns and market trends. Using advanced research techniques and proven methodology, StudentMarketing delivers the deep market intelligence that organizations need to identify the best opportunities, make informed decisions, and to build sound business strategies.

Vetrak holds a Masters degree in Philosophy from Trnava University in Slovakia where he also did his studies at the Slovak campus of American City University. Today, Samuel lives in Slovakia and travels extensively presenting at conferences and workshops.

