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SHORT PROFILE

- **Marketing cannot be separated from digitalization.** Successful and supra-regional marketing of companies requires both topics to be implemented in an innovative, proactive and process-oriented manner. It is important to always think outside the box in order to link topics that at first glance have nothing to do with each other.
- **Technology is our friend**, so it is important to know which tools and mechanics are useful for which tasks. With my **experience and expertise in building AI automation and business intelligence solutions**, I am able to define and successfully implement digitalization initiatives.
- **My management style** is characterized by trust, my positive view of the big picture and the promotion of my employees' conscious and unconscious skills. I prefer to work in a team with full decision-making authority.
- I see myself as **a driver of progress and optimization** with a "feel" for future-oriented developments, and I am also a very reliable companion for the associated **change processes**.
- **Transparency and measurability** are important to me! Therefore, my motto is that there is nothing that cannot be made measurable. Modern technologies are our tools and must be implemented. That's why marketing is the department that needs to be confronted with digital initiatives first - keyword AI!
- **My entrepreneurial mindset** makes me a success-driven manager who takes responsibility for what I do. **My overriding goal is efficiency**. I achieve this through continuous optimization and a self-critical approach that scrutinizes both my own performance and that of others.

MY OBJECTIVE: MANAGEMENT / BU MANAGER

I am looking for a responsible management or executive role, preferably as COO or CMO, with a focus on process optimization, digitalization, organizational development and the development of new business areas in national or international companies.

BERUFSERFAHRUNG

2024/04 – 2024/12 **Mykorisa Digital Consulting GmbH**, <https://mykorisa.com>

Senior Consulting Partner Business Transformation

Consulting and support in the areas of digitalization & marketing efficiency.

- Consulting on digital transformation projects with a focus on automation and process optimization to increase efficiency.
- Creation of go-to-market strategies for tech start-ups and established companies.

Most important successes:

- -30% manual effort in reporting through definition & implementation of KPI-driven BI systems at customers in the USA and Europe.
- -15% cost savings through the introduction of an AI-supported marketing control platform.
- Concept development for the measurement and reporting of CO² emissions of ships for an EU-funded digitization concept in international ports.
- Definition and implementation of standards for the setup of an XaaS platform.

2017/09 – 2024/04 **Daikin Airconditioning GmbH Central Europe**, www.daikin-ce.com

General Manager Marketing & Digital Transformation CEE

P&L responsibility: €13 million | Team size: 45 employees in 16 countries

Head of the two departments, Marketing and Digital Transformation. Part of the CEE management team. Restructuring as part of the change process. Driver and implementer of innovation projects. Establishment of an innovation team and PMO.

- Transformation, development and management of the marketing and digital transformation department.
- Optimizing business processes and increasing efficiency through data-driven automation and data analysis (AI and BI systems).
- Leading strategic innovation and transformation projects with a focus on digital business models & data utilization, as well as robotic process automation.
- Leading an international team with a direct reporting line to the CEO of Daikin Europe.

Most important successes:

- +300% increase in the marketing budget for the group through data-driven marketing controlling and demonstrable performance optimization.
- -50% reduction in agency costs through internal resource optimization and team development (knowledge transfer).
- +15% brand awareness in the B2C sector (average in the group).
- +200% growth of the partner network through analytics and action planning.
- +25% Net Promoter Score in the region.

2016/09 – 2017/09 **DK3 Consulting (self-employed)**, www.dk3.at

Consulting and sales on the topic of “digital transformation”

- Distribution of the PSD2-compliant interface of fintech systems to Austrian financial service providers.
- Consulting on digital transformation with a focus on process automation and business intelligence solutions.

Most important successes:

- Successful advice on the introduction of the PSD2 interface at several financial institutions.

2013/05 – 2016/09 **Rakuten Austria GmbH** (HQ Japan) - eCommerce

Head of Marketing Europe

Head of the Marketing department. Focus on B2B2C marketing to build the marketplace business. Development of media cooperations, PR and ATL activities, as well as lead management strategy. Planning and implementation of events and storytelling. Synergies through networking the marketing teams in Europe.

- Development and implementation of a European go-to-market strategy for Rakuten.
- Supporting the European business development team in building the Rakuten ecosystem.

Most important successes:

- +25% dealer growth through the introduction of a lead management strategy for dealer acquisition (B2B marketing).
- Refinancing marketing expenditure through successful cooperations.
- Development and market launch in Austria (B2C campaigns, TV commercials, PR)

2005/05 – 2013/05 **VARIOUS MARKETING AND SALES ACTIVITIES**

openForce Information Technology GmbH

Head of Marketing & Sales | 2012/02 – 2013/05

Schiessel-EDV VertriebsgesmbH

Marketing- und Sales | 2008/12 – 2012/12

M+K Wien Werbeagentur

Account Manager | 2007/10 – 2008/12

Brevillier-Urban Schreibwarenholding GmbH

Marketing-Assistant | 2005/05 – 2007/09

EDUCATION

- 1996/10 – 2005/01 Business Administration
Vienna University of Business Administration & Economics
Majors: Marketing Management, Market Research, Public Utility Management.
Diploma: MBA
- 1995/10 – 1996/06 Mandatory Army Services
- 1988/09 – 1995/06 High School GRG 12 Singrienergasse (Vienna)

PUBLICATIONS

- 2024 **eBooks:**
- „Business Intelligence - AI and Automation“
 - „Customer Experience - Ways to achieve successful customer loyalty“

FURTHER EDUCATION

- 2024 Marketing Automatisierungs-Funnel (TAC The Advertising Collective)
- 2022 Leadership Curriculum (Trainconsulting)
- 2019 MS Power BI Advanced (Excellab)
- 2018 Project Management (Primas Consulting)

FURTHER COMPETENCES

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|---------|--------|
| German | Native |
| English | C1 |
| French | A2 |

IT & PLATFORM KNOWLEDGE

- **Microsoft Office 365 Suite:**
Power BI, Sharepoint, Power Apps
- **CMS and CRM:**
Adobe, Confluence, Wordpress, Drupal, Salesforce, Emarsys, Mail Chimp, Survey Monkey, Question Pro, Hubspot, Pipedrive, Canva, etc.
- **SAP**
- **Marketing 3rd party tools:**
Meta, Google, Instagram, Tiktok, LinkedIn
- **Marketing-Automations:**
Hubspot, FunnelCockpit, Zapier, Instantly, Zapmail, etc.
- **Adobe:**
Premiere, InDesign
- **MS Azure Server Cloud**

References available on request.