

PERSONAL DETAILS

Birth date: 20.04.1985
Nationality: Austrian
Home: Berlin and Bangkok, Sukhumvit Soi 22
Cell phone: +49 1575 1662 554
E-Mail address: me@robertwaxenegger.com
Website: www.robertwaxenegger.com



PROFESSIONAL EXPERIENCE

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| 10/2015—4/2016
E-commerce | WIMDU (ROCKET INTERNET), Berlin I Senior Project Manager
Leading travel platform that provides a marketplace for the listing and renting of accommodation globally
Business travel program and travel agency project leader of a team of sales managers. Implementing and improving internal processes and developing a multi-channel marketing strategy; business analysis for strategy adaptations and expansion |
| 11/2014—9/2015
E-commerce | WIMDU (ROCKET INTERNET), Berlin I Community and Brand Manager
Brand measurement and customer research projects that improve the company's business model and product development. Continuously in charge of implementing and controlling the alignment of brand strategy. Responsible for the host communication strategy and community activities. Applied lean-approach for the business travel program, cross-departmental analysis and execution on product, marketing, design and legal issues |
| 7/2012—2/2014
E-health | DIAGNOSIA, Vienna I Business Development Manager
SaaS company for drug information for both patients and physicians in 14 languages
Responsible for the internationalization of the company; planning and rollout in NL and BR. Established data quality improvement processes and formed marketing strategy. Initiated various partnerships, built organizational structure and responsible for product development (payment, pricing). Conducted marketing campaigns for B2C/B2B lead generation, developed database controlling and training process, formed the company's contracts and general terms and installed CRM |
| 7/2011—3/2012
Telecommunication | A1 TELEKOM AUSTRIA, Vienna I Project Management Assistant
Assistant in the project management office; evaluated and segmented projects, analyzed project portfolio. Contributed to intern project management award, implementation of company wide project management process and support in supply chain Management and strategic purchasing |
| 4/2011—6/2011
Technology | 3M AUSTRIA, Vienna I Marketing Assistant
Responsible for product re-launch and research for customer behavior at the departments Industrial & Transportation and Customer Service & Logistics |
| 8/2010—9/2010
Foreign Trade | AUSTRIAN CHAMBER OF FOREIGN TRADE, México City I Market Analyst Intern
In charge of one industry report of the Mexican economy, searched for cooperation partners and participated in exhibitions (exp.: Ferretera Guadalajara) |
| 7/2009—9/2009
Consulting | PLATOU CONSULTING, Vienna I Data Analyst Intern
Participated in a research project at the platform for architecture in tourism with focus on data management and project evaluation |
| 2003- 2006, 2008
Event Management | ORGANIZATION OF FESTIVALS AND EVENTS, Austria I Self- employed
Long term project management for a medium-sized festival. Responsible for finance, subsidies, booking, administration, control of marketing channels, operation processes, stakeholder communication and leadership of the team. |

8/2007, 8/2008 Pharmaceutical	GREINER BIO ONE TECHNOLOGY AND PHARMACEUTICALS AUSTRIA <i>Controller Intern</i> Controlling and involvement in the production process of one production line
8/2000—9/2007 Glass factory	VETROPACK AUSTRIA I <i>Shift- worker Intern</i> Several internships in the department of production, recycling and packaging, factory and manufacturing

EDUCATION

10/2005—8/2012	VIENNA UNIVERSITY OF ECONOMICS AND BUSINESS Two Master's Degrees in "International Business Administration" and "Business Administration", (including bachelor studies) Specializations: tourism and leisure marketing, innovation and entrepreneurship, globalization and regional development, project management, geo-informatics and geo-marketing, strategy, (345 ECTS points)
4/2010/—12/2010	INSTITUTO TECNOLÓGICO AUTÓNOMO DE MÉXICO, (ITAM) Participation in a MBA program in México City; focus on strategy, finance and process optimization
10/2006—6/2012	VIENNA UNIVERSITY OF TECHNOLOGY Repeated attendance (4 semesters) in the bachelor's/master's programs of architecture and regional planning
8/2001—12/2001	SAINT JOHN'S PREPARATORY SCHOOL Exchange program in Minnesota/USA
9/1996 — 6/2004	MELK ABBEY'S GYMNASIUM OF THE BENEDICTINE

IT SKILLS

MS Office: Word, Excel, Power Point, Visio, MS Project, Ubuntu
Project: WBS Pro Chart, Mind Manager, Podio, Salesforce, Akquise Manager, Jira
Statistics: SPSS, R, Lindo, Google Analytics, Mixpanel
Other: GIS, various CMS Tools, SAP ERP, ARIS, Qlikview, HTML, Zendesk

LANGUAGES

German: first language
English: fluent
Spanish: very good
Italian: good

BASIC KNOWLEDGE

Scrum, SEO, SEM, PR, Social Media, TV

ADDITIONAL QUALIFICATIONS

4/2016—now	Voluntary Work in a refugee camp in Berlin in form of catering, organization and teaching. Big Data and MySQL classes at Duke University and UC San Diego
10/2009—12/2009	1st place at the Austrian "i2b Business Plan" with the project "riscreen" a mobile measuring instrument for controlling and detecting bladder cancer (<300 attendees)
2/2007—7/2007	Participation in an EU- project for analysis of ICT cluster in Upper Austria (assistant in the Institute for the Environment and Regional Development)
Diploma thesis	1st: Social Media in project-oriented companies with regard to consulting companies (published); 2nd: An analysis of the brand management for the promotion of the tourist region Salzkammergut – MondSeeLand
Interests	architecture (Arte Nouveau) and art, graphic and product design, humanistic psychology, behavioral economics, business planning, cultural diversity (special interest for LATAM and ASEAN), hiking, running, winter sport, horse riding