
CURRICULUM VITAE

CURRENT OCCUPATION

DIRECTOR MARKETING @ IDM Südtirol – Alto Adige

EDUCATION & TRAINING

<i>Dates</i>	10/2001 – 08/2007
<i>Institution</i>	Leopold Franzens University of Austria: Business Administration
<i>Thesis topic</i>	Key Success Factors for Events (nominated for Austrian Tourism Research Award)
<i>Dates</i>	09/1998 – 07/2001
<i>Institution</i>	High School HOB Bruneck: Business Administration
<i>Dates</i>	09/1996 – 07/1998
<i>Institution</i>	High School Max Valier – Bruneck: Engineering

WORK EXPERIENCE

<i>Dates</i>	06/2016 – present
<i>Employer</i>	3 Zinnen Dolomites Ski Area Network – Innichen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	Executive Director & Member of the Board of Directors
<i>Dates</i>	12/2015 – present
<i>Employer</i>	Drei Zinnen AG – Innichen, Italy
<i>Type of business/sector</i>	Tourism/Transportation
<i>Occupation or position held</i>	CMO & CSO
<i>Dates</i>	06/2014 – 06/2017
<i>Employer</i>	Wunschkraft.agency – Bozen, Italy
<i>Type of business/sector</i>	Consultancy / all sectors
<i>Occupation or position held</i>	Customer Experience Architect & Business Strategist / Founder
<i>Dates</i>	06/2013 – 11/2015
<i>Employer</i>	Agentur Südtirol Marketing - Bozen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	Member of the Management Board
<i>Dates</i>	10/2010 – 11/2015
<i>Employer</i>	Agentur Südtirol Marketing - Bozen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	Head of Digital
<i>Employer</i>	LEWIT – Technical College for Tourism – Meran, Italy
<i>Type of business/sector</i>	Education
<i>Occupation or position held</i>	Visiting Professor for Marketing & Communication
<i>Activities & responsibilities</i>	Expert lessons in „Tourism Marketing“
<i>Dates</i>	09/2010 – 09/2012
<i>Employer</i>	Bikehotels Southtyrol – Bozen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	General Manager
<i>Dates</i>	04/2009 – 09/2012
<i>Employer</i>	Vitalpina Hotels Southtyrol – Bozen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	General Manager
<i>Dates</i>	02/2009 – 09/2012
<i>Employer</i>	Südtirol Marketing K.A.G. – Bozen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	Destination Manager

Dates 08/2008 – 11/2008
Employer GoBee Industries Inc. - Hamilton/Ontario, Canada
Type of business/sector Event marketing, shopper marketing, digital event marketing
Occupation or position held **Sales/Promotion Representative**

Dates 06/2006 – 04/2008
Employer Marketing Factory GmbH – Bruneck, Italy
Type of business/sector Consultancy / all sectors
Occupation or position held **Senior Consultant & Project Manager**

STAYS ABROAD

Canada 06/2008 – 12/2008
Work and Travel Visa
Travelled across the country, lived and worked in Vancouver, BC.
Trip purpose: discover Canada, meet new people, improve language skills and see the North American way of live.

PERSONAL SKILLS AND COMPETENCIES

Organisational skills and competences **Creative** high potential with **proven management skills**. Visionary, **progressive thinker**. Inspiring **leader-personality** with excellent communication skills. Highly **organized and structured** working style. Hard working and dependable. Analytical. And still a man to hang out with.

Social skills and competences Strong people skills. **Experienced in team building, team leading** and personnel management in general. **Able to inspire people**.

Software skills **Data and text processing software:**
Microsoft Word, Microsoft Excel, Apple Pages, Apple Numbers

Graphic editing software:
Adobe Photoshop, Adobe Lightroom, Apple Fotos, Irfan View

Presentation software:
Microsoft Power Point, Apple Keynote

HTML & Web:
Various CMS-Systems, Various FTP-programmes, Various editor-programmes, Numerous online-analytic-tools

Language skills **German:** Fluent (mother tongue, highly proficient)
Italian: Fluent - good communication both spoken and written
English: Fluent - good communication both spoken and written

Driving license **B & A** (allows me to drive all vehicles with a maximum weight of 3,5 tons & all motorcycles)

Hobbies & passions Non-fiction books, business books, TED conferences, skiing & ski touring, snowboarding, running, mountainbiking, hiking, kayaking, travelling, playing guitars