

PROFILE

LUKAS HETZENDORFER, MBA



EXPERT FOR MEDIA, MARKETING, SALES AND ORGANISATION

Born in Waldviertel, I am a digitalisation globetrotter with stopovers in Miami, Singapore and Dublin.

I acquired my expertise in the areas of marketing, sales, organisational development and a special flair for leadership challenges at Google in Ireland, among other places. In the course of my multi-faceted career, I was able to take on diverse and challenging positions, including project manager at T-Mobile and communications consultant at the country's largest agencies. My studies also took me to Miami and Singapore. Currently, I use my skills in modern sales and work closely with global clients, agencies and partners. I also work as a lecturer at the University of Applied Sciences St. Pölten, which is one of my passions.

I run my own consulting firm, R+7 Hetzendorfer Consulting. A focus of my work is also on human resources topics, which I call "people experience": The most relevant entrepreneurial quality for me lies in managing people, right from the first job advertisement to successful further development.

TRACK RECORD

- ♥ Professional stations at Google, T-Mobile, Mediacom, Mindshare and in start-ups
- ♥ MBA in International Human Resource Management, Singapore
- ♥ Diploma in "Communication Planning for the 21st Century", Miami
- ♥ Bachelor in Media and Communication Consulting at the University of Applied Sciences St. Pölten

KEY FOCUS AREAS

- ♥ Marketing from TV to performance to setting up a CRM
- ♥ Sales with a focus on digitalisation
- ♥ Corporate culture, leadership and "new work"

CONTACT DETAILS

E: ds@commkey.at

Tel: +43 664 3451308