

# PROFILE

## ROMAN ECKSCHLAGER



### KEY FOCUS AREAS

- Marketing Enthusiast
- Sales Professional
- Omnichannel Builder
- Digital Helpmate
- Networker

### ABOUT ME

More than 20 years' experience in management positions in the areas of strategy, transformation, sales and marketing in various sectors (B2B, B2C).

An entrepreneurial, passionate, decisive and determined manager who enjoys establishing and developing teams.

A solution-oriented trouble-shooter firmly committed to and focused on developing business and achieving constant improvements.

- **Marketing Enthusiast**

I live for marketing. I have a generalist approach and the expertise to support companies strategically and operationally, both online and offline.

- **Sales Professional**

If I had to describe my super-human power, it would definitely be my empathy. Only through authenticity and intuition is it possible to be successful in sales, without having to sell anything.

- **Omnichannel Builder**

The customer is always at the heart of all relevant decisions. It is important to make access to the product or service as simple as possible. Tomorrow's customer no longer decides whether to buy online or offline, they want both options.

- **Digital Helpmate**

I am passionate about new technologies and time-saving tools such as CRM programmes, MarketingAutomation, IOT, etc. I invest much of my free time in training to stay up to date in this area.

- **Networker**

Becoming independent of agencies was my main objective in recent years. I have established a network of freelance programmers, online marketers, copywriters, sales professionals and IT administrators. This team and my good connections in the marketing sector are the keys to me quickly bringing companies up to speed in terms of their marketing presence.

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### PROFESSIONAL EXPERIENCE

- **APARAVI**

1.1.2021 – 1.7.2022 | Munich

Managing Director (1.8.2021 – 1.7.2022) - Head of Sales & Marketing (1.4.2021 – 31.7.2021) - Sales Manager (1.1.2021 – 31.03.2021)

**Successes:**

- Partnerships with the big players in the sector: Software One, Cognizant and Microsoft, pilot projects with BMF and the Federal Statistical Office of Germany
- Over 200 opportunities in the partner segment

- **FELLHOF**

10.9.2014 – 30.9.2020 | Salzburg

Shareholder (1.6.2016 – today) – Marketing & Sales Manager (1.6.2016 – 30.09.2020) – Sales Manager (10.9.2014 – 30.5.2016)

**Successes:**

- The brand Fellhof is now present in over 30 countries
- Boosting revenues between 2014 and 2019 by 85% and profits by 160%
- shareholder in the company

- **FELLSHOP**

1.1.2009 – 29.2.2016 | Salzburg

Founder

**Successes:**

- Developing Central Europe's largest online shop for natural fell products
- Increasing revenues by 3,500% and profits by 2,500%
- Divestment of the company to the supplier Fellhof GmbH

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### GENERAL & PROFESSIONAL EXPERIENCE

- 8.9.1990 – 1.7.1999  
High School Felbertal (graduation)
- 6.9.2018 – 21.12.2020  
Vienna University of Applied Sciences (Master of Science)  
- Dissertation on digital marketing of complex products
- Inbound Certified Hubspot
- Google Ads Certificate
- Various training courses, seminars and conferences
- Trainer for community management and social selling (WIFI Salzburg)
- Lecturer in Social Selling (Glehn Technology Centre)

### REFERENCES

Article about sustainable data management:

<https://www.it-daily.net/it-management/big-data-analytics/was-hat-datenmanagement-mit-kli-maschutz-zu-tun>

Article about omnichannels:

<https://www.pressebox.de/pressemitteilung/peakmedia-og/Peakmedia-und-Fellhof-auf-dem-Weg-zum-Omnichannel/boxid/1008863>

### CONTACT DETAILS

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