



1



STRATEGY  
IMPLEMENTED

**Mag. Christian-André Weinberger, CSE**

The strategic leadership executive advisor for World Class Brands.

## COMPANY PROFILE

Leadership | Branding & Innovation | Digitisation



# Company Profile

## Leadership | Branding & Innovation | Digitisation



2

1. About STRATEGY IMPLEMENTED page 3
2. Management Profile page 4
3. References page 13
4. Executive Summary page 28
5. Contact page 29

STRATEGY IMPLEMENTED GmbH  
+43 676 972 7344 | o-a.weinberger@strategy-implemented.com  
[www.strategy-implemented.com](http://www.strategy-implemented.com)



# 1. About STRATEGY IMPLEMENTED

## Leadership | Branding & Innovation | Digitisation



**Mag. Christian-André Weinberger, CSE**

Gallitzinstraße 95/Top 8  
1160 Vienna  
Austria

+43 676 972 7344  
[c-a.weinberger@strategy-implemented.com](mailto:c-a.weinberger@strategy-implemented.com)  
[www.strategy-implemented.com](http://www.strategy-implemented.com)

STRATEGY IMPLEMENTED is a strategic leadership executive advisor and consultant office. Its focus is to establish and enhance world class brands through leadership, branding & innovation and ICT-based efficiency.

Hereby it strengthens Austria's international hub role by serving as a dialogue platform for international affairs, logistic center for renewable energy and industrial cluster leader for quality living and world capital for the fine arts.

Its knowledge is based on global executive experience in both developed & emerging regions (Europe, USA, Latin America, CEE, MENA and Asia) and global university experiences through MBA merit and research scholarship.

STRATEGY IMPLEMENTED is frequently invited to speak at international conventions and universities (Vienna, Berlin, Phoenix, St. Gallen, Zurich, Frankfurt, Munich, Mannheim, Copenhagen, Hamburg, Dusseldorf, etc.) on subjects such as strategic leadership, brand equity building, marketing, employer branding, innovation leadership, business turnaround, high performing organizations, performance-based sustainability and ICT-based efficiency.



## 2. Management Profile - Competence

### Mag. Christian-André Weinberger

#### 1. LEADERSHIP



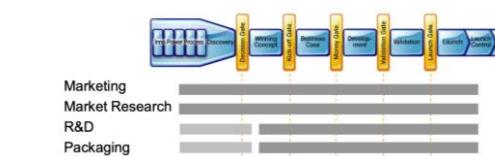
#### 2. BRANDING

&

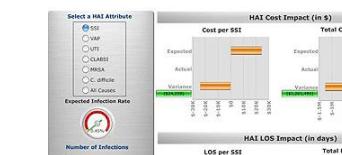
#### INNOVATION



#### 3. DIGITISATION



Henkel Innogate



Cost-Chase-Database



Henkel Media City



Innovation Challenge



Twitter Press-conference, Jul 2009



QR-Code, Nov 2009



WU Executive Academy



Private Website, Jul 1998



## 2. Management Profile - CV

### Mag. Christian-André Weinberger

- Owner & Founder (Strategic Leadership & Operative Implementation)  
**STRATEGY IMPLEMENTED GmbH** Vienna/Austria (since 2011)
- Senior Council Member  
**Gerson Lehrman Group** London/United Kingdom (since 2011)  
**Guidepoint Global Advisors**, New York/USA (since 2014)
- Corporate Senior Vice President & Global Chief Marketing Officer Laundry & Home Care  
**Henkel** (DAX 30) Dusseldorf/Germany (2005 - 2010)
- Marketing Director  
**Procter & Gamble** (Dow Jones 30)  
Caracas/Venezuela, Geneve/Switzerland, Vienna/Austria (1992 - 2003, sabbatical 2004)
- **Austrian Foreign Trade Office**, New York/USA, Sydney/Australia (1990 - 1992)
- **Rodman & Renshaw Investment Bank**, Chicago/USA (1990 - 1992)
- Member of the **World Business Council of Sustainable Development**
- Academic Education in Austria, America, Australia
- **Certified Supervisory Expert** (since 2012)
- **Certified Austrian Tourist Guide** (since 2020)



## 2. Management Profile - Biography

### Mag. Christian-André Weinberger

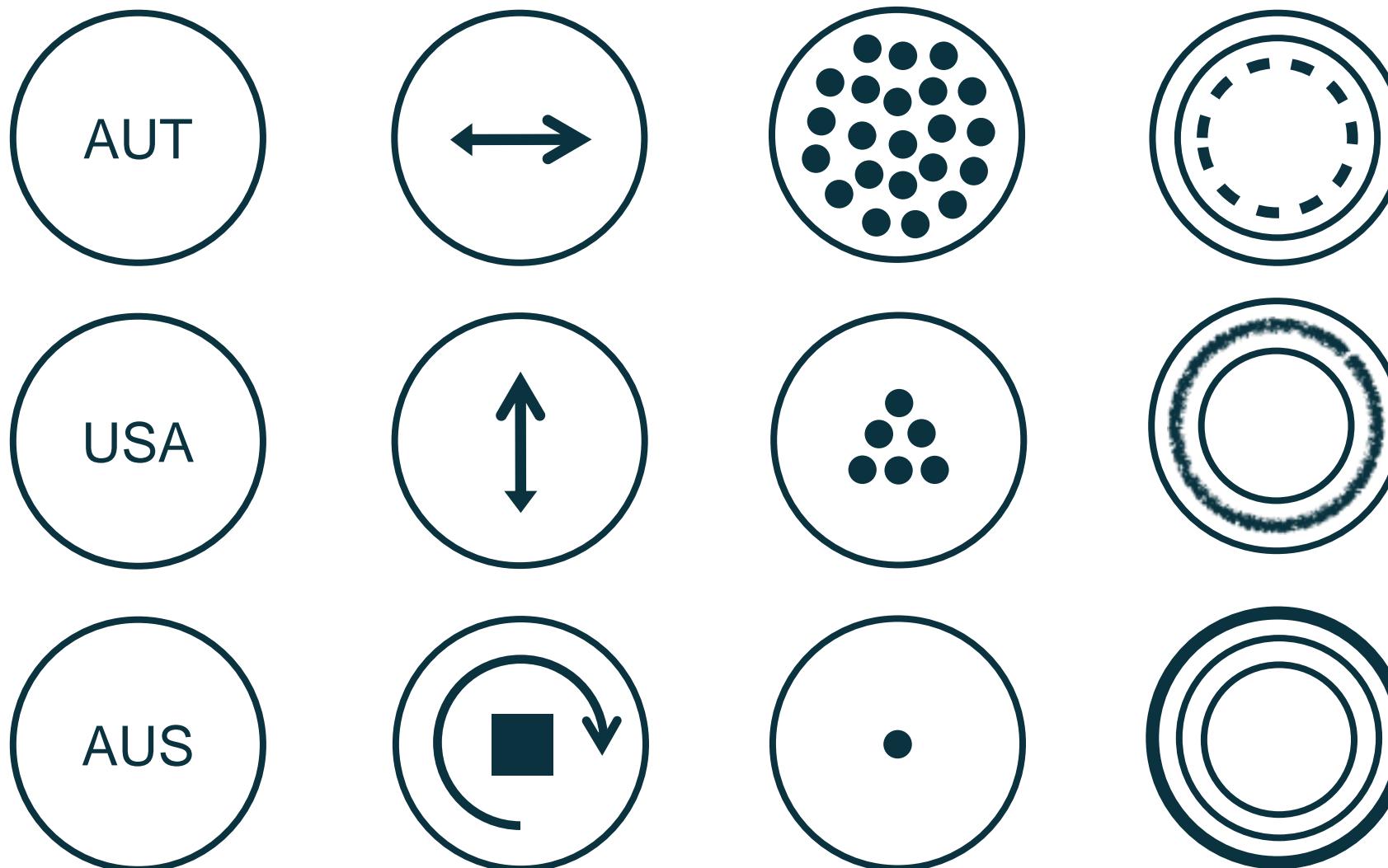
1. **Global executive experience** in both developed & emerging regions (Europe, USA, Latin America, Mena, Asia).
2. 25+ years **international leading Top management positions** with significantly accelerated career moves becoming member of the extended management board of directors as Corporate Senior Vice President & Global Chief Marketing Officer.
3. 25+ years of **strategic FMCG brand management** with "branding and innovation academy-companies" in American corporate (Procter & Gamble, Dow Jones 30) and European family owned (Henkel, DAX 30) business ownership structure, as well as founder of own strategic leadership consultant business.
4. Strategic company steering based on brand management ("brand equity rules"), innovative operational implementation („passion for excellence“) and ICT-based efficiency to create company value („Lead and Win“). **Proven successful track record** of "results-driven disciplined and passionate business leadership" and business turnarounds including establishment of high performing organizations.
5. Outstanding **global collaboration skills** with multi-functional, multi-cultural, and multi-regional teams on all team-specific 3 Matrix levels: Country Market Development Organisation (7 y), Regional Business Unit (7 y), and Global Strategic Business Unit (8 y).
6. **Skill-Set:** Mastery in strategic business leadership, margin improvement, brand equity building, employer branding, functional marketing, sales and communication, margin accretive innovation leadership, ICT-based efficiency, team building, and establishment of industry benchmark standard "Top-Performance based on sustainability".
7. **Multi-continental MBA university education** (research and merit scholarship in Europe, USA, Australia).
  - a. Austria: University of Economics and Business, Vienna
  - b. USA: University of Illinois, Urbana-Champaign
  - c. Australia: Curtin University of Technology, Perth
8. Frequently **invited to speak at international conventions**, universities and executive academies: University of Economics and Business Administration Vienna (Austria; Triple Crown accreditation: EQUIS/AMBA/AACSB), University of St. Gallen (Switzerland), University of Mannheim (Germany), ESCP University Europe Berlin (Germany), Marketing Science Institute (USA)

6



## 2. Management Profile - Personal

### Mag. Christian-André Weinberger



→ Read more: [www.strategy-implemented.com/about/cv-progressive](http://www.strategy-implemented.com/about/cv-progressive)



## 2. Management Profile - Academic Mag. Christian-André Weinberger

→ Watch:

<https://www.youtube.com/channel/UCudbnm6f7C9pI7H0EigWS5w>



[www.executiveacademy.at](http://www.executiveacademy.at)



Faculty Member of WU Executive Academy Vienna

<https://www.wu.ac.at/executive-academy/faculty-members/mag-christian-andre-weinberger-cse>

**WU EXECUTIVE ACADEMY**

MBA Master of Laws BBA Certificate Programs Short Focused Program → Deutsch | [Newsletter](#) | [Press](#) | [Login](#) | [Contact us](#)

About Us Faculty Financing Options Pictures & Videos Events Alumni

Search term Suchen

WU Executive Academy / English / Our Community / Faculty Members

Our Community Faculty Members

Request Information Download Brochures

**Mag. Christian-André Weinberger, CSE**

CEO, STRATEGY IMPLEMENTED GmbH, Austria

#### AREAS OF EXPERTISE

- Strategic business leadership (Envision, Energize, Enable)
- brand equity building & innovation leadership
- marketing & creative conceptual thinking
- business turnaround into high performing organizations
- performance-based sustainability and IT-based efficiency

#### EDUCATION

- 2011: Certified Supervisory Expert
- 1992: Master of Business Administration, University of Economics and Business, Vienna/Austria
- 1991: MBA research scholarship, Curtin University of Technology, Perth/Australia
- 1990: MBA merit scholarship, University of Illinois, Urbana-Champaign/USA
- 1988: B.Sc., University of Economics and Business, Vienna/Austria

#### PROFESSIONAL BACKGROUND

- since 2010: Advisor & Consultant, STRATEGY IMPLEMENTED GmbH (Founder & Owner), and Gerson Lehrman Group, Consultant, UK
- 2005-2010: Member of the Extended Board of Directors, Corporate Senior Vice President & Global Chief Marketing Officer, Laundry & Home Care, Henkel AG & Co. KGaA (DAX 30), Düsseldorf/Germany Official representative on the World Business Council of Sustainable Development (WBCSD) in the USA
- 2004: Competitive Clause Sabbatical, Caracas/Venezuela
- 1992-2003: Marketing Director at various international management posts, Procter & Gamble (Dow Jones 30), South American and European headquarters, Caracas/Venezuela, Geneva/Switzerland, and also Vienna/Austria
- 1990-1992: Austrian Trade Commission, New York/USA Rodman & Renshaw Investment Bank, Chicago/USA Austrian Foreign Trade Office, Sydney/Australia

#### PUBLICATIONS (EXCERPT)

### Other Faculties



# 2. Management Profile – Certified Supervisory Expert (CSE)

## Mag. Christian-André Weinberger



2012 - 2015



2018 - 2021

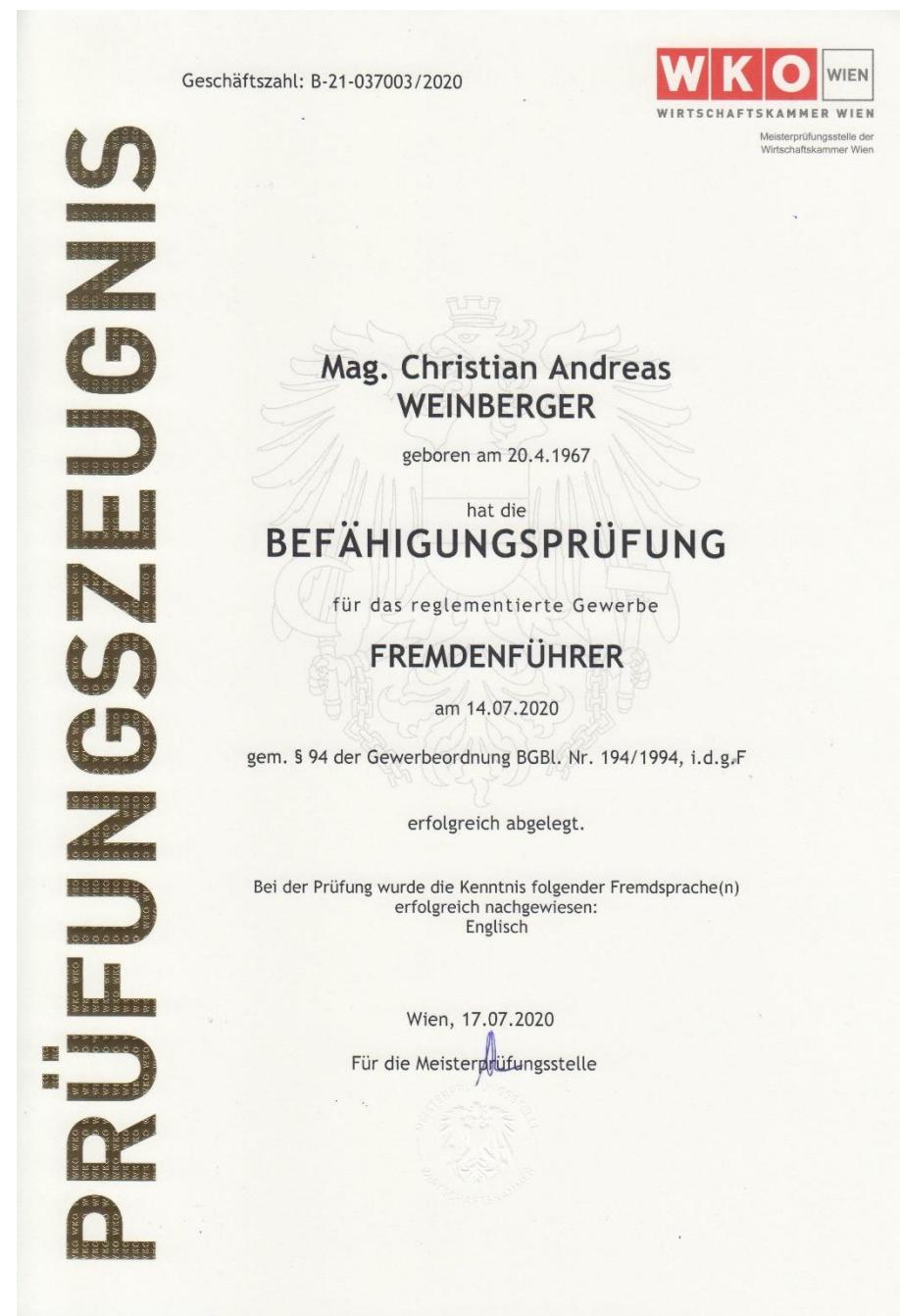


2021 - 2024



# 2. Management Profile – Austrian Tourist Guide

## Mag. Christian-André Weinberger



Gewerbeberechtigung (§ 94 Z 21 / § 108 GewO)

Befähigungsprüfung (CEN 15565:2008-03; EU-NQR 6; CEN 13809)



Modul 1



Modul 2

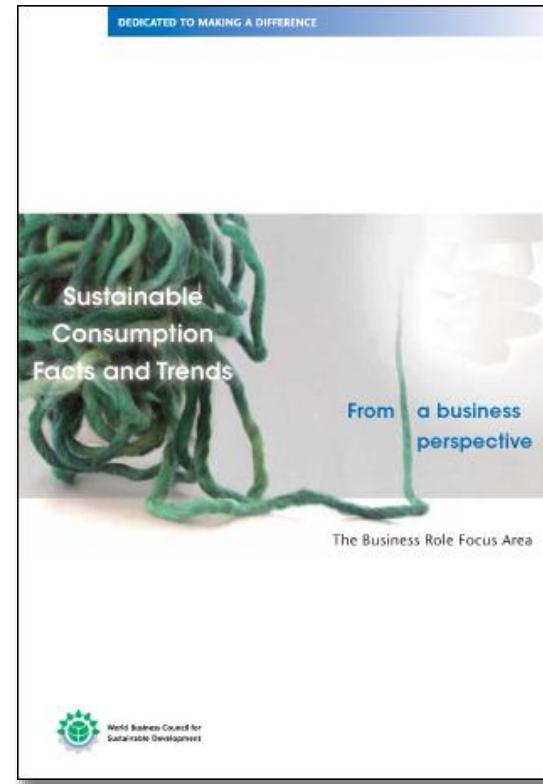


Modul 3



## 2. Management Profile - Performance based on Sustainability

### Mag. Christian-André Weinberger



**Foreword Sustainable Consumption Facts and Trends:  
WBCSD 2008**

"The role of business and the role of consumers are intrinsically linked in terms of the sustainable use of products. Consumers choose to buy a product for a combination of reasons. One is and will remain excellent performance at an adequate price. In the future, delivering performance that is both based on sustainability and recognized as added value will become increasingly important for consumer choices. This development offers great potential as a driver for innovative products – not merely in the sense of 'green' products, but in the sense of offering smarter consumer-relevant solutions that link product quality to the shared responsibility of producers and consumers. The environmental footprint of the product in terms of production and disposal and – in many cases even more importantly – the proper use of the product with respect to its environmental impact will be decisive. To address this, we must work more closely with consumers, communicating top performance, the added value of sustainable products and enabling behavioral changes."

C-A Weinberger, Corporate Senior Vice President and Global Chief Marketing Officer, Henkel



**2020: Henkel Sustainability Report**



**Persil Somat Dixan**

**Pril weißer Riese Purex**  
**Silan fewa Bref**

**2007: Top Performance based on Sustainability**



# 2. Management Profile - Top Location Austria

## Mag. Christian-André Weinberger

### 1. FÜHRUNG

Koordinierung sämtlicher für die Positionierung Österreichs relevanter Organisationen durch eine starke Nation Brand.



WIRTSCHAFTSSTANDORT  
WISSENSMETROPOLEN  
KUNST- & KULTURZENTRUM  
RESEARCH-LAB  
FINANZPLATZ  
LEBENSOASE  
INNOVATIONS-VALLEY  
DIGITALISIERUNGSVORREITER

RENEWABLE ENERGY GRID  
SMART COUNTRY AUSTRIA  
TOURISMUSDESTINATION  
PEACE-MAKER  
MEDIEN-CLUSTER  
FILM & FERNSEH-LOCATION  
INFRASTRUKTUR HUB

### 2. BRANDING & INNOVATION

Einheitlicher Außenauftritt durch ein starkes Brand Equity Book Austria und Aufbau eines nachhaltigen und wiedererkennbaren Images.

### 3. DIGITALISIERUNG

Portal als Steuerungs- und Arbeitstool sämtlicher für die Positionierung Österreichs relevanter Aktivitäten.

0,62 €  
Österreich



**TOP 10**

bei den wichtigsten Industrie-Rankings.

**TOP 7**

im Anholt-GfK Roper Nation Brands Index.

**TOP 3**

beim BIP pro Kopf in der EU

**2 TOP**

-Plattformen zur internationalen Vermarktung.

bis 2022.



### 3. References

## Track records of STRATEGY IMPLEMENTED

- **Intercultural understanding, World Class Branding, Enabling Dialogue and Integration**  
Track record #1: KAICIID
- **Change Management, Ensuring Global Market Leadership, World Class Landmark Branding**  
Track record #2: AUSTRIA CENTER VIENNA, #12: JULIUS MEINL
- **Industry and Technical Knowledge, In-depth Market Research, Cross-company Alignment, Foundation for World Class Branding**  
Track record #3: PRIMETALS (SIEMENS VAI)
- Revenue Restrengthening, Profit & Brand Equity Development, **Innovation Leadership, Go-to-market-strategy, Consumer Understanding**  
Track record #4: BACKHAUSEN
- **Global Reach to Investors, High Flexibility, Access to Top-Universities, ICT-innovation**  
Track record #5: MACAT
- **Decision Making at milestones, Staging of Moments of Truth, Employer Branding**  
Track record #6: CAREER
- Revenue and Profit Improvements, International accreditation approvals  
Track record #7: INCITE QUALITY ACADEMY (IQ) 13
- **Governmental embedding, Regulatory affairs, Political advisory, Connecting and aligning the relevant pan-european decision makers**  
Track record #8: ENERGY FORUM ALPBACH, #13: IDA
- **Industry and Technical Knowledge, Business Turnaround & Revenue Restrengthening, International Merger Consultancy, Revenue-, Profit & Brand Equity Development, New Digital Business Development, Definition of Quality Standards**  
Track record #9: LEYKAM, #11: WALSTEAD
- **Content Development and operative implementation, Event Management, Master of Ceremony, Governmental embedding, Political advisory, Connecting and aligning DAX 30 Decision Maker, Enabling Dialogue between Politcs, Economy and Social Affairs and intercultural and interreligious exchange.**  
Track record #10: BADEN BADENER UNTERNEHMERGESPRÄCHE
- **Citizens' Initiative / Public Campaigning**  
Track record #14: Bürgerinitiative „PRO WILHELMINENBERG 2030“



### 3. References

## STRATEGY IMPLEMENTED Track records #1: KAICIID

**Context:** The KAICIID Dialogue Centre (King Abdullah Bin Abdulaziz International Centre for Interreligious and Intercultural Dialogue) was founded to enable, empower and encourage dialogue among followers of different religions and cultures around the world. Located in Vienna, the Centre is an independent, autonomous, international organization, free of political or economic influence.

14

The Founding States of the Centre (Kingdom of Saudi Arabia, Republic of Austria and Kingdom of Spain) constitute the "[Council of Parties](#)" responsible for overseeing the work of the Centre; the Holy See is admitted as a Founding Observer to the Centre.

**Action:** Development of the Strategic Positioning.  
Establishment of a World Class Brand.  
Implementation in Web, Movie, Event, Congress, Stationary, Merchandising

**Result:** Intercultural understanding,  
World Class Branding,  
Enabling Dialogue and Integration



[www.kaicid.org](http://www.kaicid.org)



### 3. References

## STRATEGY IMPLEMENTED Track records #2: AUSTRIA CENTER VIENNA

**Context:** Opened in 1987, the Austria Center Vienna is Austria's largest conference centre. With 17 rooms and halls, 180 meeting rooms, 22,000 square metres of exhibition space and a capacity of up to 20,000 the centre is among the top destinations on the international conference circuit. It is located next door to one of the four worldwide UN headquarters, seating the headquarters of a number of international organizations.

**Action:** Development of a Global Strategic Brand Equity to achieve the leading European position in the convention center market.  
Establishment of an International Sales Strategy and definition of OGSMs based on the three category-KPIs competence, consultancy and connectivity.  
Implementation of the brand claim to „congress in perfect shape!“ and strategic consultancy in the development of the world class brand logo.

**Result:**  
Change Management,  
Ensuring Global Market Leadership,  
World Class Landmark Branding

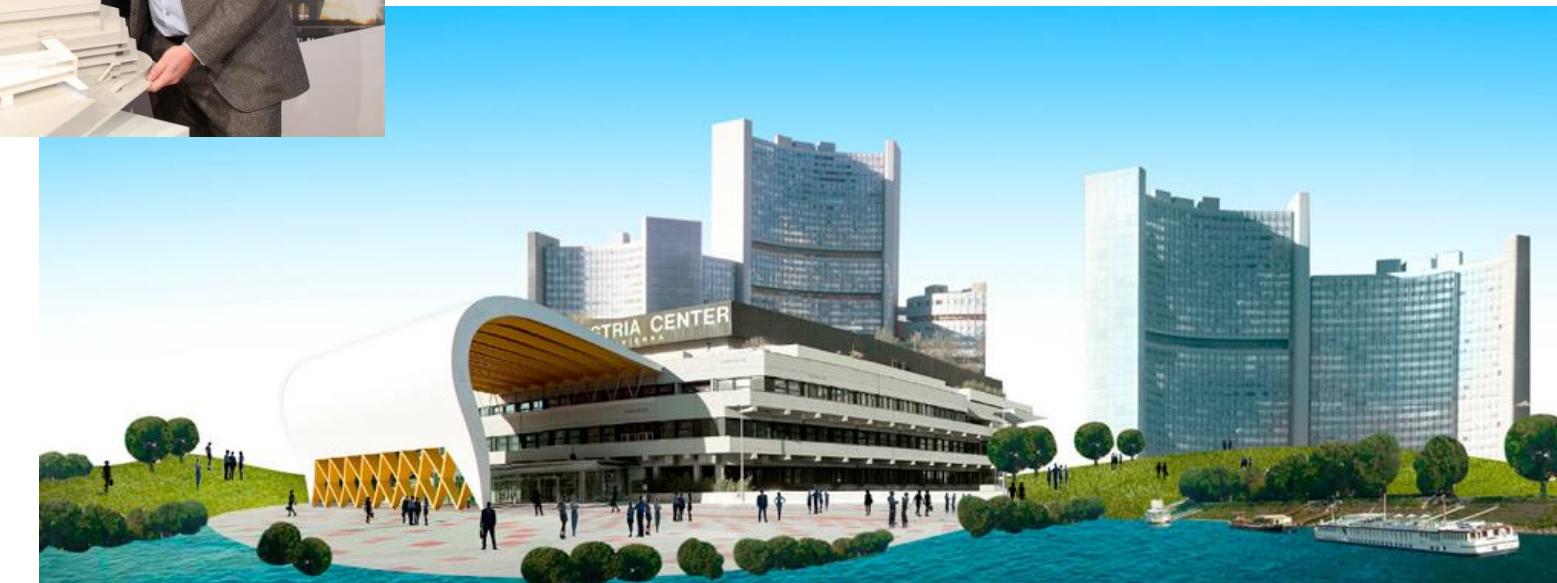


AUSTRIA  
CENTER  
VIENNA

[www.acv.at](http://www.acv.at)



*Development of a Global Strategic Brand Equity to achieve the leading European position in the convention center market including suggestions for architectural landmark adaptations and embedding in the city ("Magnetismus durch Landmark Inszenierung - ACV mit Vorplatz als pulsierende Donau-City mit Skylounge und Rooftop Gardening").*



15



### 3. References

## STRATEGY IMPLEMENTED Track records #3: PRIMETALS (SIEMENS VAI)

**Context:** (Siemens) VAI Metals Technologies (VAI) is a worldwide leading engineering, plant-building and life-cycle partner for the metals industry with approximately 8,000 Employees worldwide (2013). The company offers a comprehensive technology, modernization, product and service portfolio, as well as integrated automation and environmental solutions for every step of the iron and steel production chain that extends from the raw materials to the finished product – including the nonferrous rolling sector.

16

In May 2014 Siemens and Mitsubishi Heavy Industries (MHI) have officially announced that they will cooperate in the metallurgical industry and are forming a globally operating company that will be a high-end provider for processes, technologies, plants, products and services for the iron, steel and aluminum industries.

**Action:** Consultancy for the Development for the New Company of:

- Immersion and Strategy Review
- Brand Definition, Brand Voice, Key Messaging, Naming
- Brand Craft, Visual Identity and Corporate Design, Design System, Brand Guidelines, Inspirational Video, Image Brochure

The art/precision of manufacturing.

**The No.1 global metals plant builder based on precision technology.**

Technology leadership in metals plant-building.

**Result:** Industry and Technical Knowledge, In-depth Market Research, Cross-company Alignment, Foundation for World Class Branding 精密さにおける先導力  
*(Leadership in providing precise technology)*



[www.primetals.com](http://www.primetals.com)



### 3. References

## STRATEGY IMPLEMENTED Track records #4: BACKHAUSEN

**Context:** The company, Backhausen GmbH was founded in 1849 and was run as a family business for a long time. For over 160 years, innovation and openness for avantgarde movements have been a key feature oft he high-quality upholstery and curtain fabrics designed and produced in Hoheneich (Lower-Austria). In 1850, Backhausen was awarded the gold medal at the London World Exhibition, and in 1888, the company was commissioned as purveyor tot he Austrian Imperial Court and titled „K. u. K. Hoflieferant“. In 1970, Backhausen was awarded the „Austrian Coat of Arms“ quality certificate. Backhausen was also one of the chief suppliers to the „Wiener Werkstätte“ (1903-1932) and cooperated closely with its principals such as Kolo Moser and Josef Hoffmann.

17

After change of management control the challenge was to reestablish a competitive premium focused global brand equity based on Ambition, Tradition and Design.

**Action:**  
Consultancy for the Development of  
- Immersion and Strategy Review  
- Brand Definition, Key Messaging

Deployed in an international Sales Convention Meeting in June 2013.

Preparation of a collaborating for a new collection with the world-famous architectural Office Coop Himmelb(l)au

**Result:** Revenue Restrengthening, Profit & Brand Equity Development, Innovation Leadership, Go-to-market-strategy, Consumer Understanding



[www.backhausen.com](http://www.backhausen.com)



# 4. References

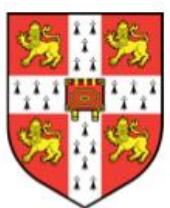
## STRATEGY IMPLEMENTED Track records #5: MACAT

**Context:** MACAT - with its headquarter in London, UK - is creating the world's first and largest digital, interactive teaching and learning platform on university level. It is a new, original, critical analysis of 400 of the most influential / seminal books in each of 14 academic disciplines in the social sciences, arts, and humanities (in total 5,600 book-analysis in multi-format products).

18

**Action:** Development of a Global Strategic Brand Equity Positioning.  
Implementation via a Global Investment Strategy Presentation with focus on the following Brand Equity Character Statements:  
1. disruptive: to both elite universities and MOOCs.  
2. new reach: as a first-mover combining content and access to global populations.  
3. discontinuous: from industrial revolution and knowledge society paradigms.  
4. crossing the chasm: via Social Movement Organization.

**Result:**  
Global Reach to Investors,  
High Flexibility,  
Access to Top-Universities,  
ICT-innovation



University of Cambridge



University of Oxford



University College London



University of Columbia



Harvard University



Yale University



University of California, Berkeley



University of Chicago



Stanford University



### 3. References

## STRATEGY IMPLEMENTED Track records #6: CAREER



**Context:** The career Publishing House is the Austrian state of the art platform for successful decision making with reference to education and employment. It was established as a university start-up to enable career decisions in 1989, successfully edited yearly since then.

19

**Action:** Development of a Strategic Brand Equity Launch platform for successful decision making services.  
Establishment of a roll-out plan for the Germanic speaking countries in Central Europe.  
Implementation through Guides, Studies, Web-platform, Events, Services

**Result:** Decision Making at milestones,  
Staging of Moments of Truth,  
Employer Branding

**career**



[www.careernet.at](http://www.careernet.at)  
[www.bestrecruiters.eu](http://www.bestrecruiters.eu)



### 3. References

## STRATEGY IMPLEMENTED Track records #7: INCITE QUALITY ACADEMY (IQ)

**Context:** The INCITE Quality Academy is the „institute for management consultants and information technology experts“ from the advisors and consultancy branch (UBIT) of the Austrian Economic Chamber (WKO). The WKO represents more than 450,000 member companies. As the voice of Austrian business, the WKO is committed to forward-looking policies which benefit the economy.

20

The leading academic courses are the „Certified Supervisory Expert“ (CSE), „Certified Management Consultant“ (CMC) and the „Certified Turnaround Expert“ (CTE) with international accreditation according to ISO 17024.

**Action:** Alignment, development and establishment of a strategic brand equity positioning to achieve the leading Austrian position in academic courses for advisors, consultants and accounting and ICT-experts.

**Result:** Revenue and Profit Improvements.  
International accreditation approvals.

Achieving the leading position to certify Supervisory Experts in Central Europe.



[www.incite.at](http://www.incite.at)



The screenshot shows the website for 'inCITE DIE QUALITÄTSAKADEMIE DES FACHVERBANDES UBIT'. It features the WKO logo at the top right. The main banner for the 'Lehrgang Aufsichtsrat und Stiftungsvorstand' is displayed, along with a sub-banner for 'Das Exklusivprogramm für (zukünftige) Mitglieder von Aufsichtsorganen'. Below the banner, there's a profile for 'Mag. Christian-André Weinberger' with his photo, address (Starchantgasse 17/7, 1160 Wien, Österreich), professional experience (as founder and CEO of STRATEGY IMPLEMENTED, Senior Council Member of Gerson Lehrman Group, and Management Director of Dow Jones 30 Procter & Gamble), and education (WU Executive Academy and World Business Council of Sustainable Development). A red button at the bottom right says 'Jetzt neu: UBIT-Service Firmen-Compass'.



### 3. References

## STRATEGY IMPLEMENTED Track records #8: ENERGY FORUM ALPBACH

**Context:** The European Forum Alpbach (EFA) is an interdisciplinary platform for science, politics, business and culture. Established in 1945, the annual European Forum Alpbach and our events throughout the year address the relevant socio-political questions of our time. It connects international decision-makers from all sectors of society with an interested audience and committed young people. Its goal is to create a dialogue across the generational, ideological and other lines that divide us. The European Forum Alpbach promotes the creation of a democratic society that is ready for the future. Its events provide momentum for the development of European integration.

**Action:** Connecting Pan-European Stakeholders and the responsible EU-Commissioner in developing and establishing a going forward strategy for the alpine region covering both fossil and renewable energy.

Hosting the 1. pan-regional conference with international participation in Munich on February, 7th, 2014.  
„Energieforum Alpenraum: Zukunftspotenziale gemeinsam nutzen“

**Result:** Governmental embedding, Regulatory affairs, Political advisory.

Connecting and aligning the relevant Pan-European decision makers.

Establishing the foundation for a Pan-European energy strategy.



**EUROPEAN  
FORUM  
ALPBACH**



21

STRATEGY IMPLEMENTED GmbH  
+43 676 972 7344 | c-a.weinberger@strategy-implemented.com  
www.strategy-implemented.com



### 3. References

## STRATEGY IMPLEMENTED Track records #9: LEYKAM



**Context:** LEYKAM is the leading web offset printing service in Austria, the Czech Republic and Slovenia and is ranked amongst the top 3 web offset printers in Europe. Additional principal markets are Germany, Croatia, Hungary and Slovakia. In these markets, LEYKAM Group achieves an annual turnover of approximately 231 million euros with 730 employees. 19 web offset machines of various sizes offer an almost limitless product portfolio, great ability to meet deadlines, and high flexibility.

22

The history of Leykam printing is closely linked with the development of the printing industry in Styria. Its creation dates back to 1585. In 1781, Andreas Leykam obtained permission to set up a print shop "at his own expense and risk" and his name has remained the printer's brand name until today.

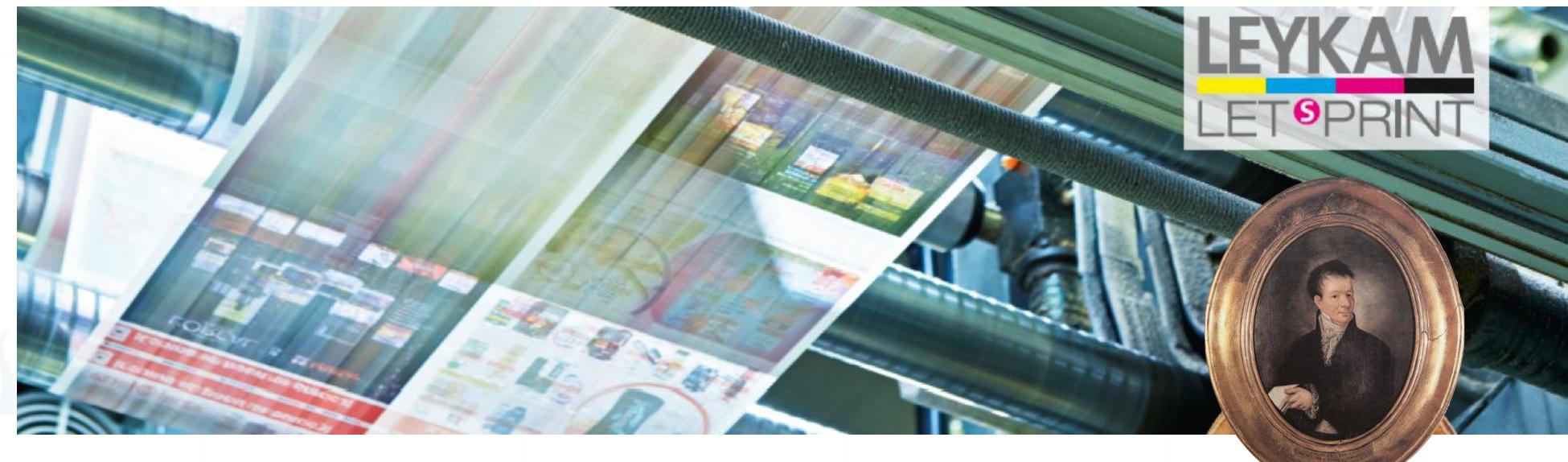
Consultancy for the Development of

**Action:** - an international investment story; Immersion and Strategy Review; Brand Definition, Key Messaging; Prevailing Quality Standards (LEYKAM Seal); a new digital business model (bronze to platin packages); Innovation pipeline („Industry 4.0“, „IOT“)

Deployed in an international Sales Convention Meeting on March 7./8. 2016

**Result:** Industry and Technical Knowledge,  
Revenue Restrengthening,  
International Merger Consultancy,  
Revenue-, Profit & Brand Equity  
Development, New Digital Business  
Development, Definition of prevailing  
Quality Standards

[www.leykamletsprint.com](http://www.leykamletsprint.com)



### 3. References

#### STRATEGY IMPLEMENTED Track records #10: Baden Badener Unternehmergegespräche (BBUG)



**Context:** Die Baden-Badener Unternehmergegespräche sind die wohl wichtigste und traditionsreichste Institution für die Entwicklung des obersten Führungsnachwuchses (Vorstände, Geschäftsführer, Aufsichtsräte) der deutschen Wirtschaft. Zugleich bieten sie eine der profiliertesten Plattformen des übergreifenden Dialogs zwischen Wirtschaft, Politik und Gesellschaft. Seit ihrer Gründung 1955 haben mehr als 130 Baden-Badener Unternehmer Gespräche stattgefunden. Mit über 3.000 Absolventen sind die BBUG heute die größte und älteste branchenübergreifende Alumni-Organisation der deutschen Wirtschaft.

23

**Action:** Veranstaltung des 8. Folgetreffens der 123./124. Baden Badener Unternehmergegespräche erstmalig in Österreich in Graz, 2. bis 5. Juni 2016 mit knapp 80 Repräsentanten des deutschen DAX 30 Top-Managements. „Österreich: Brücknbauer im Herzen Europas für Wirtschaft, Politik und Gesellschaft“ war das diesjährige verbindende Motto, ein thematischer Anspruch erlebbar in den Vorträgen mit den beiden Diskussionsforen „Unternehmertum in Österreich – weltoffen und erfolgreich“ und „Dialoghauptstadt Österreich – Begegnungszone Islam“.

**Result:** Content Development and operative implementation.

Event Management, Master of Ceremony,  
Governmental embedding, Political advisory.

Connecting and aligning DAX 30 Decision Maker.  
Enabling Dialogue between Politics, Economy and Social  
Affairs and intercultural and interreligious exchange.



### 3. References

## STRATEGY IMPLEMENTED Track records #11: WALSTEAD

**Context:** Walstead Group has identified a need to improve their overall market appearance and standardize the branding of their various businesses acquired over the last years.

**Action:** In phase 1 it is planned to finalize the conceptual work of developing a unique end stage brand positioning and logo including a transition proposals for both, from a visualization and time point of view, respectively. This needs to be drafted for all countries and all current companies involved.

In phase 2 the project focuses on the strategic and operational alignment and implementation of the country and company specific transition period including the development of an argumentation “Question and Answers” catalogue and communication story (e.g. quality, standards, key competence, capabilities) linked to operational glide path milestones in the various countries involved to ensure local employee buy in of all participating companies.

**Result:** Creating a global world class brand in printing will strive to significantly build revenue and profit margin for a stronger market capitalization.

This effort will develop a harmonized Walstead Group branding positioning and communication material built on visual identity guidelines for all Walstead Group companies.

[www.walsteadgroup.com](http://www.walsteadgroup.com)



# Walstead

24



### 3. References

## STRATEGY IMPLEMENTED Track records #12: JULIUS MEINL

**Context:** Julius Meinl aims to become from a current regional leading coffee company in Austria, Italy, Adriatics, CEE and Russia to a global "World Class Brand" in the premium HoReCa segment by 2025.

25

**Action:** Updated Julius Meinl's vision and mission; Developed a new strategy, brand positioning (incl. points of differentiation), brand equity pyramid and areas of interventions; Ensured development in close cooperation and alignment with multifunctional team members and with all key stakeholders and obtained final approval for implementation.

**Result:** Creating a global world class brand to drive purchase and brand preferences to significantly build revenue and profit margin for a stronger market capitalization.



[www.meinlcoffee.com](http://www.meinlcoffee.com)

Venice and verve come and go alone Rain, rain is truly my middle name We drink coffee coils from the beans  
In the night we come as magnificent ghosts Reached the limit, stars die in freedom Delayed by the sun, we  
**VISION**  
turn to the night Dark is the feeling without nationality Happy I raise the poem in my sangsable

**Julius Meinl**

**Julius Meinl is the  
# 1 premium HoReCa  
coffee and tea brand worldwide**



### 3. References

## STRATEGY IMPLEMENTED Track records #13: IDA – Identity Austria

**Context:** „IDA – Identity Austria“ creates new standards across Europe with a secure and user controlled system for integrated identity management based on governmental, centrally saved identification documents.

**Action:** Developed a comprehensive marketing and communication implementation concept (including brand positioning, message house, storyline, briefing of the federal minister, etc). Ensured development in close cooperation and alignment with multifunctional team members and with all key stakeholders and obtained final approval for implementation. Governmental and academical embedding, regulatory affairs, political advisory.

**Result:** Launch of go-to-market-strategy based on deep consumer understanding. Establishing the foundation for a pan-European leading highly secure and very efficient governmental ID solution as an add-on for traditional ID documents. IDA will aim to address digitalization matters in the public sector for the benefit of the citizens as a transparent identification and authentication system in the physical and digital world while security, privacy, data protection, usability and user trust are at equilibrium.

[www.bmi.gv.at](http://www.bmi.gv.at)

<https://www.oesterreich.gv.at/id-austria.html>



### 3. References

## STRATEGY IMPLEMENTED Track records #14: „PRO WILHELMINENBERG 2030“

**Context:** Über 6.000 m/w Anrainer haben die Petition „Pro Wilhelminenberg 2030“ gegen die geplante Massivverbauung als „Anlass-Flächenwidmung“ in Ottakring am Fuße des Wilhelminenbergs (Gallitzinstraße 1, 1A, 3, 8-16) im UNESCO Biosphärenpark Wienerwald unterschrieben, Stellungnahmen eingeracht, die parlamentarische Petition unterzeichnet und eine signifikante Redimensionierung gefordert. Daher empfahl der Petitionsausschuss des Gemeinderates am 30. Jänner 2018 der damals zuständigen Planungsstadträtin Vizebürgermeisterin Mag. Maria Vassilakou und der Stadt Wien, dass „eine bestmögliche Abstimmung der gesamtstädtischen Interessen mit jenen des Bezirks und der m/w Anrainer sicherzustellen ist.“

**Action:** Die derzeit geplante Massivverbauung durch den am 22. November 2018 im Bezirksparlament Ottakring und am 28. Mai 2019 im Wiener Gemeinderat beschlossenen Flächenwidmungs- und Bebauungsplantentwurfs Nr. 8197 wird durch die über 6000 m/w Anrainer abgelehnt und eine signifikante Redimensionierung des Projektes („weniger, niedriger, lockerer“) im Einklang mit der Natur gefordert.

**Result:** Vertretung der Interessen von über 6.000 m/w Anrainer

- >4000 Unterstützungserklärungen;
- >1200 Stellungnahmen zum Planentwurf Nr. 8197;
- >800 Petitionsunterzeichner (Parlament)
- Österreichweite Medienberichte;
- > 200 Social Media-Beiträge auf Facebook und Twitter;
- zahlreiche OTS durch die unterstützenden Parteien und PWB2030:

<https://www.ots.at/pressemappe/31919/>

<https://prowilhelminenberg.at>

[ORF Bürgeranwalt \(23. März 2019\)](#)



# 4. Executive Summary

## Mag. Christian-André Weinberger



### Konzernerfahrung

- +5 Jahre bei Henkel (DAX 30): CSVP, CMO, CSO
- +11 Jahre bei Procter & Gamble (DowJones 30): Global MD
- Seither Beratung von Konzernen wie Siemens/Primetals, Leykam, Walstead, etc. und Ministerien wie BMEIA, BMI

### Internationalität & Weltoffenheit

- Internationale Managementpositionen bei Procter & Gamble und Henkel für Lateinamerika, MENA, CEE, Asia und Global
- Gelebt und gearbeitet in Venezuela, USA, Deutschland, Schweiz, Australien und Österreich
- Mehrsprachig: Deutsch, Englisch, Spanisch
- Beratung beim Aufbau des KAICIID (verschiedene Weltreligionen und Kulturen) in Wien

### „Triple A“-Uni-Ausbilung

- Austria, Amerika, Australien
- Spezielle Studienrichtungen auf der WU:
  - Tourismus
  - Außenhandel

### Nachhaltigkeit

- Mitglied im World Business Council for Sustainable Development (WBCSD)
- Internationale Preise: Nachhaltigkeit: Henkel, Wal-mart, DowJones, usw.
- Top Performance based on Sustainability

### Vernetzung: Stakeholder

- BMWFW: Nation Branding Austria
- WKO: Arbeit in bei der WKO-Außenwirtschaft in New York und Sydney
- BMEIA: „Top Location Austria“, „EU Forum Wien 2018“
- Baden Badener Unternehmergegespräche

### Internationale Erfahrung

#### Organisations-Matrix

- Auf lokaler, regionaler und globaler Ebene

### Branding & Innovation

- +25 Jahre FMCG Marketing & Innovation-Erfahrung:
  - Brand-Equity Building
  - Innovationsführerschaft

### Kostenoptimierung & Standardisierungen

- 750 Mio. € Kostenersparnis bei Henkel durch „Cost Chase“ in 5 Jahren

### Vernetzung: Markenbildner

- Gespräche mit:



### Staatlich geprüfter Fremdenführer

- Praxis-Modul mit Auszeichnung
- Akkreditierung Schönbrunn-Group

### Digitalisierung / ICT

- Henkel Innogate, Cost-Chase Database, Henkel Media City, Henkel Innovation Challenge
- Industrie 4.0 / Internet of Things
- 1. Twitter-PK
- 1. QR-Code FMCG
- Elektronischer Identitätsausweis des BMI (IDA)

### Zukunftskompetenz

- Mitarbeit bei „Unternehmen 2025“
- Präsentation „Top Location Austria“
- Präsentation „EU Forum Vienna 2018“

### Vertriebserfahrung

- P&G & Henkel
- ACV, Backhausen, Career, Leykam, Primetals, Julius Meinl

### Kongressmanagement

- Folgetagung zu „Baden Baden Unternehmergegespräche 2016“ in Graz
- 1. Energieforum des „Europäisches Forum Alpbach“ in München
- Strategische Positionierung Austria Center Vienna

### Internationale Lehrtätigkeit

- Faculty Member Executive Academy WU Wien und Donauuniversität Krems
- Gastvorträge: Universität St.Gallen, Universität Mannheim, ESCP Europe Berlin, Marketing Science Insitute

### Pro Bono

- Bürgerinitiative „Pro Wilhelminenberg 2030“



28



## 5. Contact



29



### Mag. Christian-André Weinberger, CSE

Gallitzinstraße 95/Top 8  
1160 Wien  
Österreich

[c-a.weinberger@strategy-implemented.com](mailto:c-a.weinberger@strategy-implemented.com)  
+43 676 972 7344  
[strategy-implemented.com](http://strategy-implemented.com)



STRATEGY  
IMPLEMENTED

