

MARCH 29, 2007

Guest Speaker: Mag. Christian-André (C-A) Weinberger, Corporate Senior Vice President, Global Strategic Business United, Laundry Care, Henkel Germany

Topic: "The Power of Brand Equity - 100 Years of Innovation. And You Feel It's Persil"

Summary of the talk:

After a short introduction on the concept of brand equity as it is understood at Henkel, the role and importance of brand equity for FMCG markets will be explained. Then, using the example of Persil and other Henkel brands, Mr. Weinberger will outline how brand equity is built and maintained over time.

Biography:

C-A Weinberger is Corporate Senior Vice President of the Global Strategic Business Unit Laundry Care at the global headquarters of Henkel in Germany. Prior to this appointment he was Corporate Senior Vice President of the Global Strategic Business Unit Heavy Duty Detergents at the Henkel headquarters.

He has been with Henkel since February 2005. Before that he worked for Procter & Gamble in Caracas/Venezuela, Geneva/Switzerland and Vienna, where he started his career after his graduation in Business Administration at the WU in 1992.



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