



Karl Pfister-Kraxner, MSc, MBA

Pulverhofweg 10
2011 Sierndorf
Austria

+43 664 821 97 70 – Mobile

karl@pk-mcc.com

Professional Expertise, Skills & Strengths

Expertise

- International Business Management in Europe, CIS & CEE, Middle Africa
- Profit & Loss Management (incl. OPEX/CAPEX)
- Venture Capital / Start-Up Expertise (Angel-Seed-official rounds/Silicon Valley)
- Line Management (remote, local, matrix)
- B2C/B2B/Ecommerce
- Telecom Device Manufacturer & Mobile Operator Management
- Supply Chain Management, Demand FC & lifecycle Management
- Strategy, Go2Market, Sales & Marketing Management
- Open Innovation Projects
- Interims Management

Skills/Strengths

- Strategy development & execution
- Team building & organizational development
- Innovation Management (product-business model-organisation)
- Collaborative leadership
- International project management with matrix organizations
- Business modelling & dynamic business planning
- CXO-level contract negotiations
- Cross-cultural communications & diplomacy
- IT/Telecom business & technology competence
- Business consciousness

Career History

PK Unternehmensberatung GmbH

(since 05/2014)

Vienna, Austria

Managing Director

- Management Consulting/Executive Business Coaching/international Expansion

bd&i-network

(since 01/2010)

Vienna, Austria

Founder, Owner

- Technology Start-Up Go2Market consulting, coaching and executive management support

Modu Ltd

(01/2008-12/2009)

Vienna, Austria (EMEA/CIS)

General Manager EMEA/CIS

In the capacity of this role I develop the go-to-market strategy for EMEA, build the necessary organisation as well as drive the execution, addressing global & local wireless Operators and major retailers throughout the region. Oversee definition & implementation of structure for supply chain management, distribution and customer service. Full P&L responsibility as well as managing the EMEA team based in Israel, Austria, Russia and UK.

Samsung Electronics

(01/2004-12/2007)

Vienna, Austria

Director Telecom Austria, Switzerland & CEE Europe

Overall Business, Sales & Marketing, Responsibility for Samsung's Mobile Telecommunications Business in the defined Region of Central & Eastern Europe. This Region covers 11 countries including Austria & Switzerland.

The management of this business covers full P&L responsibility, the planning and budgeting, managing the execution of business & marketing plans and the relationship management of the local wireless operators as well as acting as interface towards the international groups i.e. Vodafone international & T-Mobile international.

The commercial responsibility included annual revenues of more than USD 500 Mio and 2-digit Mio € of Marketing funds and line management including direct reports.

My special achievement in Samsung Electronics was

- to almost double the sales from the 1st year of responsibility and
- the change of Business Model from distributor structure towards 'direct sales' including implementation of SAP, all logistics requirements, demand planning system, channel structure and direct customer process requirements.

Hutchison 3G Austria “3”**(09/2002 – 07/2003)**

Vienna, Austria

Director of Sales

Built up the sales team, managing approx. 100 headcounts including structuring the sales organization for operational mode. Definition of the sales and channel strategy in line with go to market strategy, planning of 2004-2007 business direction.

Managing and monitoring a € 20 Mio+ sales & distribution budget plus all headcount costs:

- Building own sales channels such as stores throughout Austria
- Building Corporate Business Structure with direct Accounts and Partner Business as well as Retail Channels and Alternative Channels

Modeling des Business towards a “non-carrier” related model but focus on developing a “Media Company” based business.

Managing the internal “Customer Facing Steering Group” as chairman to ensure all relevant topics towards the customer, channels and the overall market are prepared. This includes parts of

- Customer finance
- Hardware Logistics, demand planning, After Market Service
- Customer Legal, marketing and all Sales & Distribution Topics

Additional Role:

Member of the Technology Advisory Board 2002/03 for the California Technology. Trade and Commerce Agency of the State California.

NOKIA Mobile Phones**(07/1995- 08/2002)****Nokia Inc.**, Nokia Mobile Phones, Market & BD**(09/2000 – 8/2002)**

Mountain View, California

Sen. Manager, Technology Liaison

Enhancing the assessment of innovations/start-up companies to access new enabling technology within North America, special focus Silicon Valley. The mission was to identify the opportunity to utilize new technologies i.e. application, application platforms, services or core technology to enable new/additional business opportunities or adding substantial value for Nokia mobile devices and/or services.

Acquisition of IPR, establish technology vendor relationships and identify “companies in the inflection points” that are potential targets for acquisitions or joint venturing within the Digital Convergence core technology areas.

Acting as the local business responsible manager in collaboration projects.

Nokia Ltd., Nokia Mobile Phones, Head office
Espoo, Finland
Sales Manager, Business Development

01/1999 - 08/2000)

In that capacity I managed the unit's technological partnerships with other international corporations such as IBM, Dell, Compaq, Fuji, Casio, Toshiba etc. These extensive, complex partnership focus on a worldwide digital connectivity concepts such as digital imaging, ultimately fostering development of future Nokia Corporations products and Business opportunities. Further management of the in-house development of worldwide connectivity concepts and definition of business models for new technologies i.e. Bluetooth and new viable business models i.e. based on marketing of pre-programmed WAP bookmarks on mobile devices to carriers and the industry.

Nokia Austria GesmbH, Europe Sales & Marketing
Vienna, Austria
Sales Manager Austria

(07/1995 - 12/1998)

The role and achievements include presiding over the start-up of the unit's sales unit by building up the local sales team, developing the distribution channels and setting up the SCM towards retail channels.

Further the management of the business relations with all mobile carriers in Austria and implementation of the direct business mode with retail channels.

Microsoft Austria GesmbH, MS Applications
Vienna, Austria
Product Marketing Manager

(01/1995 - 06/1995)

Marketing and sales responsibility for the MS office application environment including partnership management with the distribution channel.

Hewlett-Packard Austria, Computer Products Organisation
Vienna, Austria
Product Manager

(07/1992 - 12/1994)

Coordination of all processes for new product launches, designing, planning and processing of marketing programs including full cost responsibility.

Central contact between the European PC headquarters in France, the local sales unit and sales channels as well as with the local enterprise market.

Sony Austria, Data Media Europe
Vienna, Austria
Sales Manager

11/1990 - 05/1992)

Responsible profit center manager for data media storage products including sales and development of sales channels as well as all marketing oriented activities.

Canon Austria, Digital Copy Systems
Vienna, Austria
Sales Representative

(09/1987 - 10/1990)

Quota responsibility for the product category of 'digital Color Laser Copier'. Developing usage & applications trainings on a national bases and support to the Sales and Marketing management.

Education

Master of Science – MSc Innovation Management (2012/13)
Linz/Austria, Johannes Kepler University

Master of Business Administration– MBA (2013/14)
Linz/Austria, Johannes Kepler University

Languages

English (very good), **German** (mother tongue)

International Experience

United States –onsite
Finland - onsite
Region Europe, Middle East and Africa – business operations

Personal Data

Born: June 16th 1967 in Vienna, Austria
married, daughter Victoria age 18 years, son Samuel +5 years and Matteo +2 Years

Nationality: Austria

References

On request