
Karl Pfister-Kraxner, MSc, MBA

Management & Strategy Consulting

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Education

- Master of Science, Innovation Management, Johannes Kepler University Linz (LIMAK) Austria
- Master of Business Administration, Johannes Kepler University Linz (LIMAK) Austria
- INSEAD Management Program (Samsung Corporate)

Professional Experience

Since 07/2014 PK Unternehmensberatung GmbH, Managing Director
Since 01/2010 Self-employed Management & Strategy Consultant (bd&i-network)
Since 10/2011 Zeller Management Beratung, VP Business Development (contractor)
2008 – 2009 Modu Ltd, General Manager EMEA
2004 – 2007 Samsung Electronics Austria GmbH, Business Unit Director Telecom CEE
2002 – 2003 Hutchison Austria “3”, Director Sales
2002 – 2003 California Technology, Trade and Commerce agency of the state of California, Member of Technology Advisory Board
1995 – 2002 Nokia Inc. USA, Nokia Ltd Finland, Nokia Austria - several Management Positions
1995 – 1995 Microsoft Austria, Product Management
1992 – 1994 Hewlett-Packard Austria, Product Management
1987 – 1992 Sony Austria, Canon Austria, Sales

Core Competences / Consulting Focus Areas

- Management & Strategy Consulting
- Business Coaching for Executive Management
- Corporate “Un-Organization”
- Internationalization Strategy Development & Execution
- International Business & Marketing Planning, Proposition Development, Go2 Market
- Multi/Omnichannel Strategy Development
- Consulting Innovation Management
 - o Refining & development of business models
 - o Restructuring & Adaptation of Organization structure
 - o Development of professional & consumer services business
- Interim Management
 - o Business Development/Market Development/Commercial Projects

Industry Practice Focus & Region

- IT/Telecommunications/Consumer Electronics, Technology, Professional Services
- EMEA