

# JOHANNES KNIERZINGER, MBA, BA (HONS)

## HEAD OF PARTNERMANAGEMENT AND COMMUNICATION



### "ATTENTION MANAGER & DIGITAL PAPERBOY"

"Proud dad with a passion for media, communication, technology, tourism and entertainment. Expertise in building new products and brands, kickstarting products and businesses in new markets and developing strategies based on research and data."

## SKILLS

### MEDIA & COMMUNICATION

Deep understanding of media market, spokesperson in interviews and panels, speaker at various events, strong network with senior managers, design planning and implementation of campaigns, user experience, conceptual development for online media, supervision of budgets and accounts, managing partner relations, negotiation with key-stakeholders

### MARKETING & CRM

Brand development, assessment of data and ad hoc reporting, experienced in B2B2C and platform business models, vertical customer segmentation, increasing the customer-lifetime-value, close teamwork with sales, service and marketing, customer experience, systematic development of cross-channel dialogue with relevant target groups, monitoring of content-relevant communities, blogs and forums

### STRATEGIC BUSINESS DEVELOPMENT

Business development, innovation management, monitoring and coordination of the strategy process, development of strategy map, sales development, campaigning, cross-and up-selling, process improvement, strategic planning and development, reporting and implementation of projects

## EDUCATION

### Business administration & Strategic Development

#### 2009-2011: BA (HONS.)

Subjects: Organizational Strategy, Managing Change, Business Deconstructed, Managing the Organisation, Research Methods, International Business, Business Information Management, Business Ethics

### Tourism- and Leisure Economy - Kepler University Linz

#### 2001-2005: MBA

Tourism- and Leisure Economy - Kepler University Linz

## CONTACT DETAILS

Cell: 0043 664 88 35 34 65

Email: johannes@knrz.com

Web: www.knrz.com

Address: Reitling 22 / 4224 Wartberg / Austria

LinkedIn: linkedin.com/in/knrz

## WORK EXPERIENCE

2020

**Johannes Knierzinger**  
Head of Partner Management & Communication

+43 664 88 35 34 65  
johannes@newsadoo.com

+43 732 29 09 29  
Lastenstraße 36, A-4020 Linz  
newsadoo.com

**newsadoo**

**Johannes Knierzinger**  
Marketingleiter

PIZZAMANN GmbH  
Pizza Mann Straße 1, 4050 Traun, Austria

E-Mail: jk@pizzamann.at  
Mobil: +43 (0) 660 / 47 015 47

**Pizza Mann**

Johannes Knierzinger

Co-Founder & CEO  
TICKER.me GmbH  
johannes@ticker.me  
0043 (0) 660 / 4701547  
Altstadt 17/22a, 4020 Linz, Austria

**TICKER...**

JOHANNES KNIERZINGER MBA, BA (Hons.)  
Leitung Online Medien

Tips Zeitungs GmbH & Co KG  
Promenade 23, 4010 Linz  
Tel.: +43 (0) 732 / 78 95-235  
Mobil: +43 (0) 664 / 815 76 37  
Fax: +43 (0) 732 / 78 59 55

E-Mail: j.knierzinger@tips.at  
www.tips.at

**Tips**  
total regional.

**RICOH** RICOH Austria GmbH  
Schillingstrasse 6  
1220 Vienna, Austria

Johannes Knierzinger  
CRM Specialist

Tel.: +43 664 80 464 2150  
Fax: +43 5 74264 4150  
e-mail: jknierzinger@ricoh.at  
http://www.ricoh.at

**Interwetten**  
.com

Johannes Knierzinger  
Teamleader CRM

Interwetten Group | Rudolf-Hausner-Gasse 6 | A-1220 Vienna  
T: +43 (0) 1 732 10-175 | F: -9175 | M: +43 699 155 800 75  
johannes.knierzinger@interwetten.com

**ÖHV**  
ÖSTERREICHISCHE HOTELIERVEREINIGUNG

Johannes Knierzinger  
Social-Media Koordinator

Hofburg, A-1010 Wien  
Tel.: +43 (0) 1 533 09 52 1 Fax: +43 (0) 1 533 70 71  
Mobil: +43 (0) 699 1 11 900 53  
johannes.knierzinger@oehv.at | www.oehv.at

2008