

## Jan Pöltner is "Alumnus of the Year 2019" of FHWien der WKW

**The founder of 1000things was honored at the Alumni Night of the University of Applied Sciences, which celebrates its 25th anniversary this year. The keynote was held by business philosopher Anders Indset.**

*Vienna, November 26, 2019* – Jan Pöltner, graduate of the Bachelor's degree program Journalism & Media Management, was voted "Alumnus of the Year" of FHWien der WKW by the guests of the Alumni Night 2019 on November 21 at the Palais Wertheim in Vienna. Pöltner is founder and managing director of 1000things GmbH. The online company based in Vienna operates Austria's largest inspiration platform, according to its own statement, which provides tens of thousands of users with tips for activities every day and offers other companies opportunities to address their target groups through content marketing. "At FHWien der WKW I profited on the one hand from great lectures", said Jan Pöltner. "On the other hand I could develop a business network – a great mixture, which brought me much."

### **Three successful graduates competed in the finals**

In addition to Jan Pöltner, Michael Höfler and Karin Zörner, two other successful graduates of FHWien der WKW, made it to the finals of the election for Alumnus / Alumna of the Year. Michael Höfler graduated in Marketing & Sales and is currently Head of Corporate Communications at A1 Telekom Austria Group. Karin Zörner graduated with a diploma in Corporate Communication and is now Head of Channel Marketing DE & AT at Amazon Germany. The evening was led by ORF sports presenter Alina Zellhofer, another graduate of the University of Applied Sciences specializing in management and communication.

### **The "digital Tsunami" is still ahead of us according to "Rock'n'Roll Plato" Anders Indset**

With provocative theses on the future of business and society, Anders Indset inspired the 250 or so guests of the Alumni Night to reflect. The "digital tsunami" is still ahead of us, explained the Norwegian business philosopher living in Germany, a bestseller author and keynote speaker. In view of the threatening and in some countries already dominating "algorithmocracy", according to Indset humanity is at stake. The "Rock'n'Roll Plato" took up the cudgels for a "humanistic capitalism" as well as for the "art of thinking". He also pleaded for the integration of feelings into business life. "What we call soft skills today are actually the true hard skills: vulnerability, dealing with feelings, being able to admit that you don't know everything".

### **High practical relevance in studies as a recipe for success**

To date, FHWien der WKW has produced around 11,000 graduates. The University of Applied Sciences celebrates its 25th anniversary in 2019. For many graduates, their studies laid the foundation for careers at home and abroad. "We are very proud that many of our graduates are so successful in their careers", says Michael Heritsch, CEO of FHWien der WKW. He describes the high practical relevance of the training as a recipe for success: "Two thirds of our teaching staff come directly from the business world. The companies appreciate the practical academic training that our students receive", Heritsch continued.

# PRESS RELEASE



The Alumni Night 2019 of FHWien der WKW was supported by the two main sponsors Paysafe and karriere.at. Radio NJOY 91.3, the educational broadcaster of FHWien der WKW, reported on the Alumni Night and provided the music.

## Image:

Beate Huber (Chair of the Academic Board, FHWien der WKW), Jan Pöltner (Founder and Managing Director of 1000things GmbH and Alumnus of the Year 2019), Michael Heritsch (CEO of FHWien der WKW) as well as business philosopher and keynote speaker Anders Indset

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## FHWien der WKW

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*FHWien der WKW has been Austria's leading university of applied sciences for management & communication for 25 years. Working in close contact with Austrian corporations, FHWien der WKW offers comprehensive and practice-oriented academic programs to over 2,800 Bachelor and Master students. Two thirds of our teaching staff have a background in business. Our programs are tailored to the needs of companies, optimally preparing our graduates – around 11,000 to date – for their future careers.*

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