

## Research Expert Walter Mayrhofer Appointed FH Professor

**Walter Mayrhofer, who hails from Wels, has been responsible for the research agendas of FHWien der WKW since October. He has extensive experience with Austria's research and innovation system.**

*Vienna, February 2, 2021* – FHWien der WKW has appointed DI Dr. Walter Mayrhofer, MBA as FH professor on January 27, 2021. The native of Upper Austria has been Head of Research at the university of applied sciences, which specializes in management and communication, since October 1, 2020, and is thus responsible for its entire research agendas. He also serves as Head of Research Center Digital Economy. “With Walter Mayrhofer, we are delighted to have a proven expert in applied research at the interface of university and business on our team,” explains Michael Heritsch, CEO of FHWien der WKW. “He is thus a perfect fit for our university of applied sciences, which cooperates closely with companies in its scientific work and supports them in meeting new challenges by transferring research results.”

### Supporting companies in digitalization

As Head of Research at FHWien der WKW, Walter Mayrhofer focuses on application-oriented research together with partner companies. His focus is on challenges associated with digitalization. “Small and medium-sized companies in particular are confronted with enormous demands as a result of the changes brought about by digitalization. That’s why we want to be particularly involved in research and development for these companies and develop solutions and know-how together with them.” Walter Mayrhofer considers FHWien der WKW's greatest potential to be the ideas and enthusiasm of its students and employees, who need to be networked with other talents in Austria and internationally. “After all, research and development do not end at Austria’s borders,” Mayrhofer emphasizes.

### Head of Research and Managing Director in the university and science sector

Walter Mayrhofer was born in Wels in 1967. He studied electrical engineering as well as business administration, law and economics at TU Wien, engineering management at the University of Colorado at Boulder and completed an MBA program at Danube University Krems. He was awarded the Rudolf Sallinger Prize 2004 for his doctoral thesis at the Institute of Management Sciences at TU Wien on the topic of “Management of Corporate Cooperation and Networks using the Example of Institutionalized Economic Clusters”.

Before joining FHWien der WKW, Walter Mayrhofer worked as a research associate at TU Wien, as Head of Research at FH Burgenland and Fraunhofer Austria, and as Managing Director of FTI Burgenland GmbH, Forschung Burgenland GmbH and “die angewandte” Continuing Education GmbH, the continuing education institution of the University of Applied Arts Vienna and Danube University Krems.

### Great familiarity with Austria’s business landscape

Walter Mayrhofer brings with him extensive experience with the Austrian research and innovation system and is very familiar with the domestic business landscape. Most recently, he was responsible for the conception and development of the industry panel “Made in Austria: Production Work in Austria”, which annually surveys more than 100 managing directors, board members, managers and owners on current developments in the Austrian manufacturing industry.

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## Photos:

Walter Mayrhofer is Head of Research at FHWien der WKW and has now been appointed FH Professor. He wants to support companies through application-oriented research, especially in digitalization.

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“With Walter Mayrhofer, we are delighted to have a proven expert in applied research at the interface of university and business on our team,” declares Michael Heritsch, CEO of FHWien der WKW.

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