

**Executive Management**  
Michael Heritsch\*

**Academic Board**  
Beate Huber\*

**Center for Academic Continuing Education**  
Wolfgang Vrzal

**Institute for Business Ethics and Sustainable Strategy (IBES)**  
Markus Scholz\*

**Department of Communication**  
Sieglinde Martin\* (Head)  
Daniela Süssenbacher\* (Deputy Head)

**Department of Management**  
Beate Huber\* (Head)  
Florian Aubke\* (Deputy Head)

**Department of Digital Economy**  
Sebastian Eschenbach\*

STUDY PROGRAMS

COMPETENCE CENTERS

**Communication Management**  
Sieglinde Martin\*

**Journalism & Media Management**  
Daniela Süssenbacher\*

**Marketing & Sales Management**  
Sieglinde Martin\*

**Financial Management**  
Thomas Kaufmann-Lerchl\*

**Human Resources & Organization**  
Christina Schweiger

**Management & Entrepreneurship**  
Manfred Schieber\*

**Real Estate Management**  
Klemens Braunisch\*

**Tourism and Hospitality Management**  
Florian Aubke\*

**Digital Economy**  
Sebastian Eschenbach\*

**Institute for Digital Transformation & Strategy**  
Walter Mayrhofer\*

**CC for Leadership & Social Skills**  
Gerald Kolar

**CC for Marketing**  
David Dobrowsky

**CC for Business Controlling & Accounting**  
Thomas Kaufmann-Lerchl\*

**CC for Business English**  
Catherine Prewett-Schrempf

**PROFESSIONAL SERVICES**

**Academic Affairs**  
Beate Huber\*

**Corporate Communication, Marketing, Alumni & Career Services**  
Bernhard Witzeling\*

**Finance**  
Werner Satzer

**Human Resources & Legal**  
Carmen Hebauer\*

**IT Services & Facility Management**  
Florian Beckmann

**Process & Project Management**  
Michael Heritsch\* (interim)

**Research**  
Walter Mayrhofer\*

**Ombuds Office**  
Monika Petermandl

Key:  
 [Pattern Fill] Competence Center  
 [Solid Line] Disciplinary Assignment  
 [Dashed Line] Topic Assignment  
 \* Staff member with multiple roles