

Executive Management
Stephan Gasser*
Carmen Hebauer (Deputy)

WKW
Presse & Newsroom

Teilbereich
Finanzen / WKW

Academic Board
Beate Huber*

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

Communication Management
Sieglinde Martin*

Journalism & Media Management
Daniela Süssenbacher*

Marketing & Sales Management
Thomas Schmidt*

Financial Management
Thomas Kaufmann-Lerchl*

Human Resources & Organization
Christina Schweiger

Management & Entrepreneurship
Manfred Schieber*

Real Estate Management
Klemens Braunsch*

Tourism and Hospitality Management
Florian Aubke*

Digital Economy
Sebastian Eschenbach*

Institute for Digital Transformation & Strategy
Walter Mayrhofer*

PROFESSIONAL SERVICES

Academic Affairs
Beate Huber*

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

Press Office

Finance
Philipp Edelhauser

Human Resources & Legal
Carmen Hebauer*

IT Services
Anton Krystynek

Facility Management, Workplace Health & Safety
Braco Musanovic

Research
Walter Mayrhofer*

Ombuds Office
Elisabeth Rührig

COMPETENCE CENTERS

CC for Leadership & Social Skills
Gerald Kolar

CC for Marketing
Thomas Schmidt*

CC for Business Controlling & Accounting
Thomas Kaufmann-Lerchl*

CC for Business English
Catherine Prewett-Schrempf

CC for Sustainability
Katharina de Melo

Key:
Pattern Fill - Competence Center
— Disciplinary Assignment
--- Topic Assignment
* Staff member with multiple roles