PRESS RELEASE

FHWien der WKW Honors Patricia Neumann as “Business Icon of the Year”

The Vienna university of applied sciences honored the Chairwoman of the Managing Board of Siemens AG Österreich with the award and presented Alumni Awards to ten graduates.

Vienna, November 18, 2026 – FHWien der WKW gives its graduates excellent career opportunities in the business world. At the 18th Alumni Awards ceremony on November 16, 2026, ten alumni were honored with Alumni Awards, exemplifying the diverse career paths opened up by studying at the university of applied sciences specializing in management and communication. The Hotel Imperial Riding School in Vienna provided the festive setting.

Special Award “Business Icon of the Year”

The Special Award “Business Icon of the Year” was presented for the third time this year. The recipient was Patricia Neumann. She is Chairwoman of the Managing Board of Siemens AG Österreich.

“We all need role models who inspire us and give us the courage to follow our own path. This applies to our professional lives, too. With the Special Award ‘Business Icon of the Year,’ FHWien der WKW honors business leaders who can serve as role models for young talent. I am delighted that we can honor Patricia Neumann, an outstanding executive who demonstrates how to lead traditional industries into the digital future,” says Stephan Gasser, CEO of FHWien der WKW.

Recognition for Specialists and Executives

The awards in the “Professional Achievements” category went to specialists and executives who have achieved national or international success in their industry or field.

The award winners:

- **Simone Stribl:** A graduate of the diploma program in Journalism & Media Management, she is a journalist at ORF.
- **Alexandra Vetrovsky-Brychta:** She completed the diploma program in Marketing & Sales at FHWien der WKW. Her career took her to CELUM, where she served as Chief Growth Officer until October 2026. She is also President of DMVÖ and a Board Member of Österreichischer Werberat.
- **Sophie Wittmann:** A graduate of the Bachelor’s program in Management & Entrepreneurship, she is Managing Director and Head of Sales at TREWIT Wittmann GmbH.

An Award for Particularly Innovative Alumni

The “Shaping the Future” category honored alumni whose thinking and actions provide forward-looking answers to the pressing questions of our time.

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The award winners:

- **Martina Hampl:** She completed the Bachelor's program in Digital Business at FHWien der WKW. Her career took her to Stadt Wien, where she works as a program manager and in HR IT.

- **Katrin Hohensinner-Häupl:** She completed the diploma program in Finance, Accounting & Taxation at FHWien der WKW. Today, she is Managing Director of Frutura Obst & Gemüse Kompetenzzentrum GmbH.

- **Zsolt Juhasz:** A graduate of the Master's programs in Executive Management and Real Estate Management, he is General Manager of Westfield Shopping City Süd.

Honoring Alumni for Exceptional Commitment

The "Exceptional Commitment to FHWien der WKW" category honored graduates who are particularly dedicated to teaching or research at FHWien der WKW, contributing to the university's ongoing development.

The award winners:

- **Ilja Jay Lawal and Pedram Parsaian:** The graduates of the Bachelor's program in Corporate Communication are CEOs and Founders of FOLLOW Austria.

- **Christiana Scholz:** A graduate of the Bachelor's program in Human Resources Management, she is a self-employed business consultant operating as COMPETENCE GENERATION.

- **Sarah Staudinger-Dobias:** She completed the Bachelor's program in Tourism & Hospitality Management at FHWien der WKW and is now Head of Sales at VIECON – Vienna Congress & Convention Center.

A Degree as the Foundation for a Career

"We look with joy and pride at the successful careers of many FHWien der WKW graduates. Their education at our university served as a springboard for careers in Austria and abroad. With the Alumni Award, which we have been presenting for 18 years, we shine a spotlight on some of our more than 16,800 alumni as representatives of many others," says a delighted Stephan Gasser, CEO of FHWien der WKW.

Images:

Patricia Neumann, Chairwoman of the Managing Board of Siemens AG Österreich, was honored by FHWien der WKW with the Special Award "Business Icon of the Year" (pictured with Stephan Gasser, CEO of FHWien der WKW, and host Madeleine Gromann).
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Photo credit: Alexander Müller

The award winners were visibly delighted to receive the Alumni Award.
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Photo credit: Alexander Müller

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FHWien der WKW – University of Applied Sciences for Management & Communication

FHWien der WKW is Austria's leading university of applied sciences for management and communication. Its Bachelor's and Master's degree programs offer over 2,900 students a practical academic education. Two-thirds of the lecturers come directly from the business world. The close cooperation with local companies in teaching and research prepares students optimally for their careers. Since its foundation in 1994, FHWien der WKW has already produced more than 16,800 graduates.

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