



PROF. MAG. rer.soc.oec

KARL HEINRICH WAGNER

Expertise

COMMUNICATIONS

Scope of Support

Including but not limited to:

- Human Relations
- Internal Relations
- Public Relations
- Media Relations
- Advertising
- Guest Relations
- Rhetoric

Professional Experience

Since 1978-present: **Professor** for Economics, Accounting, Controlling, Communications, Marketing and Political Economy, Vienna

1976 - 1982: **Editor** (economics, travel) „Neuen Kronenzeitung“, Vienna

1982 - 1983: **Editor** (member of editorial management - economic department) „KURIER“, Vienna

1983 - 1987: **Managing Director** - Public Relations Österreichische Länderbank AG, Vienna

since 1987: **Professor** for Economics, Accounting, Controlling, Communications, Marketing and Political Economy, International Center for Hotel and Tourism Training MODUL, Vienna

since 1990: **Consultant** - Communications, Rhetoric, Vienna
(References: Österreichische Volksbanken AG, Hotel Sacher Wien;
Holiday Inn, Wien; Crown Plaza, Salzburg; Hotel Reichshof, Wien; Travel
Training Center, Vienna; Papageno-Reisen, Austria; Ruefa Reisen,
Austria; Transfer International, Vienna; Inline Consulting, Austria; etc.)

**Further
Professional
Experience**

since 1993: **Lecturer** - Advertising Academy, Vienna

since 1996: **Lecturer** - Degree Course for Hotel and Tourism
Management MODUL, Vienna

since 1999: **Lecturer** - Degree Course Communications Management
(Corporate Communications), Vienna