

DR. WOLFGANG TOECHTERLE

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CURRICULUM VITAE

PERSONAL DETAILS

<i>Date of birth</i>	January 11, 1981
<i>Place of birth</i>	39038 Innichen (BZ), Italy
<i>Nationality</i>	Italian
<i>Mother tongue</i>	German
<i>Second languages</i>	English & Italian - Fluent
<i>Address</i>	Aue 28/4, 39030 Olang (BZ), Italy
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DESIRED OCCUPATION

“Leiter für die Abteilung MARKETING”

EDUCATION & TRAINING

<i>Dates</i>	10/2001 – 08/2007
<i>Institution</i>	Leopold Franzens University of Austria: Business Administration
<i>Main subjects</i>	Human Resource Management + specialization in Tourism & Service Management : Part of the task force VOLOS: 3 week stay in the city of Volos in Greece: development of a sustainable tourism concept for the city of Volos, the fifth largest city in Greece, in collaboration with the University of Milan and the University of Barcelona
<i>Further subjects</i>	Cost Accounting, Managerial Decision Making, Economic System Design, Managerial Informatics, Organisational Analysis and Development, Organisational Behaviour, Microeconomics/Macroeconomics, Business English, Mathematics & Statistics, Italian Financial and Taxation Law, Italian Public Law, Austrian Civil Law, Basic Principles of Psychoanalysis, Basic Principles of Sociology, Economic History, Contemporary History
<i>Thesis topic</i>	Key Success Factors for Events (nominated for Austrian Tourism Research Award)
<i>Title of qualification awarded</i>	Degree in Business Administration with specialization in Tourism & Service Management and Human Resource Management
<i>Dates</i>	09/1998 – 07/2001
<i>Institution</i>	High School HOB Bruneck: Business Administration
<i>Main subjects</i>	Economics Italian and European Law
<i>Title of qualification awarded</i>	General qualification for university entrance
<i>Dates</i>	09/1996 – 07/1998
<i>Institution</i>	High School Max Valier – Bruneck: Engineering
<i>Main subjects</i>	Mathematics & Statistics Automation Fluidics

ADDITIONAL COURSEWORK & TRAINING

<i>Institution</i>	06/2018
<i>Course topic</i>	Comment The Art of Selling by Cold Calling
<i>Institution</i>	01/2015
<i>Course topic</i>	Blufink The Art of Hosting
<i>Institution</i>	01/2015
<i>Course topic</i>	Accentuate Visual Communication
<i>Institution</i>	09/2013
<i>Course topic</i>	Ray Sono AG Defining & Monitoring KPI-Dashboards
<i>Institution</i>	04/2011 – 05/2011
<i>Course topic</i>	Association Bike Guides South Tyrol Training for Mountainbike Guide
<i>Institution</i>	02/2011
<i>Course topic</i>	WiFi-Education Service Business Etiquette
<i>Institution</i>	01/2011
<i>Course topic</i>	ZfU – International Business School Simply well organized!
<i>Institution</i>	07/2010
<i>Course topic</i>	Kohl & Partner Hotel & Tourism Consulting Creative Product Development in Tourism
<i>Institution</i>	03/2010
<i>Course topic</i>	ZfU – International Business School Influence: The Psychology of Persuasion
<i>Institution</i>	10/2010
<i>Course topic</i>	Comment Communication Development Professional Presentations
<i>Institution</i>	06/2009
<i>Course topic</i>	Comment Communication Development Professional Management of Meetings
<i>Institution</i>	04/2005 – 06/2005
<i>Course topic</i>	Kervan Association Music & Management – Marketing (course supported by the European Union)

WORK EXPERIENCE

<i>Dates</i>	06/2016 – present
<i>Employer</i>	3 Zinnen Dolomites Ski Area Network – Innichen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	Executive Director & Member of the Board of Directors
<i>Activities & responsibilities</i>	Created and implemented new brand „3 Zinnen Dolomites“ including brand strategy, brand positioning, brand guidelines & brand design; created high performing marketing & sales team; definition of growth strategy; responsible for budget allocation and resource planning; fundraising (increased marketing & sales budget by 69% in F/Y 2017/18); goal definition & measurement of goal achievement; development & execution of operational plans; management of key partners and stakeholders.
<i>Dates</i>	12/2015 – present
<i>Employer</i>	Drei Zinnen AG – Innichen, Italy
<i>Type of business/sector</i>	Tourism/Transportation
<i>Occupation or position held</i>	CMO & CSO
<i>Activities & responsibilities</i>	Team lead; definition and execution of growth strategy including: branding campaigns in 10 European markets with properly synchronized performance & sales campaigns (70,4% more leads; 300%+ higher conversion rates '16/17 > '17/18); b2b sales (growth +58,5% '16/17 > '17/18), currently installing completely new sales workflows & sales software for international sales team to reach even higher growth rates in 17 international markets; launched fully digitalized smart data based CRM (3 Zinnen Mountain Club) with 10%+ of all customers registered within the first 4 months due to newly introduced communication strategy & proper training of customer care team; started brand partnerships with various international brands like BMW, Head, Rocky Mountain, etc.
<i>Dates</i>	06/2014 – 06/2017
<i>Employer</i>	Wunschkraft.agency – Bozen, Italy
<i>Type of business/sector</i>	Consultancy / all sectors
<i>Occupation or position held</i>	Customer Experience Architect & Business Strategist / Founder
<i>Activities & responsibilities</i>	Driving growth for private companies. Fields of action: Business models & growth strategies; customer journey & customer experience design; touchpoint planning & channel strategies.
<i>Dates</i>	06/2013 – 11/2015
<i>Employer</i>	Agentur Südtirol Marketing - Bozen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	Member of the Management Board
<i>Activities & responsibilities</i>	Definition and implementation of strategic business objectives; definition and adaption of organisational guidelines to ensure corporate success; definition and adaption of the organisational structure/units; implementation of internal management- and communication tools; decision taking about new markets to open up incl. strategies for entering; inspiring product development; definition of organisational needs regarding communication & PR agencies; definition of the annual program and allocation of relative budgets.
<i>Dates</i>	10/2010 – 11/2015
<i>Employer</i>	Agentur Südtirol Marketing - Bozen, Italy
<i>Type of business/sector</i>	Marketing & Sales
<i>Occupation or position held</i>	Head of Digital
<i>Activities & responsibilities</i>	Direction of the Digital Department Head of Customer Journey Management Definition and implementation of strategic objectives and annual operational goals; definition of KPIs & KPI-dashboards, measuring of goal achievement; channel selection & definition of channel strategy; data interpretation & evaluation of campaign performance; budget allocation and project funding; strategic consulting of external partners; team lead: recruiting, goal setting, pushing & motivation, training, evaluation discussions, development and promotion discussions, management of pay raises and salary reviews.
	Competences & channels: customer journey management, channel strategy, KPI-definition, dashboard building, online & mobile campaigns, CRM, newsletters, salesletters, performance measurement, attribution modeling, SEO, SEA, CPC/CPL/CPS-campaigns,

	landingpages, CRO, booking engines, database-management, server infrastructure, mobile apps, social apps, content marketing, mobile marketing, social media marketing, Facebook, Twitter, Google+, Instagram, Pinterest, Youtube, Snapchat, ...
Awards	1st. place of „ Deutscher Content Marketing Preis “ for www.wasunsbewegt.com
Dates	04/2011 – 06/2014
Employer	LEWIT – Technical College for Tourism – Meran, Italy
Type of business/sector	Education
Occupation or position held	Visiting Professor for Marketing & Communication
Activities & responsibilities	Expert lessons in „Tourism Marketing“
Dates	09/2010 – 09/2012
Employer	Bikehotels Southtyrol – Bozen, Italy
Type of business/sector	Marketing & Sales
Occupation or position held	General Manager
Activities & responsibilities	Responsible for all business related activities of the hotel group: team lead, budget planning, reporting, brand management, market research, product development, development and execution of communication & sales strategies, coordination of advertising & PR agencies, catalogue production, foto shootings, movie productions. 2010: Started up the hotel group with newly elected board of directors. 2011: Developed and introduced groups brand design, developed & launched the groups primary communication and sales channels, executed launch-campaigns, created Europe-wide partner network. 2012: Introduced storytelling based communication concept.
Dates	04/2009 – 09/2012
Employer	Vitalpina Hotels Southtyrol – Bozen, Italy
Type of business/sector	Marketing & Sales
Occupation or position held	General Manager
Activities & responsibilities	Responsible for all business related activities of the hotel group: team lead, budget planning, reporting, brand management, market research, product development, development and execution of communication & sales strategies, coordination of advertising & PR agencies, catalogue production, foto shootings, movie productions. 2010: Radical budget shift from traditional to digital marketing, generating a +250% in lead generation while introducing a new distribution concept for the catalogue generating a +200% in print circulation while at the same time reducing the production costs by 43%. 2011: Developed new premium product "Vitalpina@ Durchatmen" / "Vitalpina@ Respirate" 2012: Introduced as first touristic product in the Italian market a year-round "Cost Per Lead" strategy to push sales.
Dates	02/2009 – 09/2012
Employer	Südtirol Marketing K.A.G. – Bozen, Italy
Type of business/sector	Marketing & Sales
Occupation or position held	Destination Manager
Activities & responsibilities	Consulting of external touristic partners regarding all business related issues.
Dates	08/2008 – 11/2008
Employer	GoBee Industries Inc. - Hamilton/Ontario, Canada
Type of business/sector	Event marketing, shopper marketing, digital event marketing
Occupation or position held	Sales/Promotion Representative
Activities & responsibilities	Store checks, location planning, product promotion driving a 20%+ in product sales.
Dates	06/2006 – 04/2008
Employer	Marketing Factory GmbH – Bruneck, Italy
Type of business/sector	Consultancy / all sectors
Occupation or position held	Senior Consultant & Project Manager
Activities & responsibilities	Responsible for starting up and manage the hotel group "Selected Hotels", a marketing co-operation for high-end leisure hotels: YoY growth +300% in '06 vs. '07; +125% in '07 vs. '08. General project management: responsible for user experience, design, content and search engine optimization (SEO) of various digital projects; marketing & sales workshops done for various customers from different sectors; development and execution of marketing campaigns for both Marketing Factory and its customers.

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Dates	07/2007
Employer	KMC Management Consultants GmbH & Co. KG
Type of business/sector	Consultancy / all sectors
Occupation or position held	External Consultant
Activities & responsibilities	Project work for Karstadt Warenhaus GmbH, one of Germany's largest retailers for consumer goods: Field market research in West European countries aiming to optimize product presentation to maximize sales.
Dates	06/2004 – 10/2004 and 06/2005 – 10/2005
Employer	Rentasport Kurt Ladstätter - Olang, Italy
Type of business/sector	Rental agency & store / sport equipment (bikes)
Occupation or position held	Customer Advisor (part time work coinciding with studies)
Activities & responsibilities	Customer advisory, coordination of shuttle service, co-operation in the development of different marketing activities concerning newly introduced shuttle service.
Dates	Winter 2001 / 2002 / 2003 / 2004
Employer	Rentasport Kurt Ladstätter - Olang, Italy
Type of business/sector	Rental agency & store / sport equipment (ski & snowboard)
Occupation or position held	Customer Advisor (part time work coinciding with studies)
Activities & responsibilities	Customer advisory and service
Dates	08/2001 – 12/2001
Employer	State of Italy in collaboration with the local authority of Olang, Italy
Type of business/sector	Government
Occupation or position held	Census Collector (coinciding with studies)
Activities & responsibilities	Census of population within the assigned sector. Data collection on the basis of a 30-page-questionnaire.
Dates	Summer 1998 / 1999 / 2000 / 2001 / 2002 / 2003
Employer	Peter Plaickner & Co KG – Rasen/Antholz, Italy
Type of business/sector	Building & construction
Occupation or position held	Assistant in Construction (vacation job)
Activities & responsibilities	Day-to-day business
Dates	06/1997 – 10/1997
Employer	GKN Sinter Metals – Bruneck, Italy
Type of business/sector	Industry
Occupation or position held	Assistant in Production and Quality Control (vacation job)
Activities & responsibilities	Day-to-day business
Dates	06/1996 – 10/1996
Employer	ELPO Electrical Engineering – Bruneck, Italy
Type of business/sector	Industry
Occupation or position held	Assistant in Plant Engineering and Construction (vacation job)
Activities & responsibilities	Day-to-day business

STAYS ABROAD

Canada

06/2008 – 12/2008

Work and Travel Visa

Travelled across the country, lived and worked in Vancouver, BC.

Trip purpose: discover Canada, meet new people, improve language skills and see the North American way of live.

PERSONAL SKILLS AND COMPETENCIES

Organisational skills and competences

Creative high potential with **proven management skills**. Visionary, **progressive thinker**. Inspiring **leader-personality** with excellent communication skills. Highly **organized and structured** working style. Hard working and dependable. Analytical. And still a man to hang out with.

Social skills and competences

Strong people skills. **Experienced in team building, team leading** and personnel management in general. **Able to inspire people**.

Software skills

Data and text processing software:

Microsoft Word, Microsoft Excel, Apple Pages, Apple Numbers

Graphic editing software:

Adobe Photoshop, Adobe Lightroom, Apple Fotos, Irfan View

Presentation software:

Microsoft Power Point, Apple Keynote

HTML & Web:

Various CMS-Systems, Various FTP-programmes, Various editor-programmes, Numerous online-analytic-tools

Language skills

German: Fluent (mother tongue, highly proficient)

Italian: Fluent - good communication both spoken and written

English: Fluent - good communication both spoken and written

Driving license

B (allows me to drive all vehicles with a maximum weight of 3,5 tons)

Hobbies & passions

Non-fiction books, business books, TED conferences, skiing & ski touring, snowboarding, running, mountainbiking, hiking, jogging, kayaking, travelling, playing guitars