



GUDULA FEICHTINGER

Hinterschroffenastr. 15
A-5322 Hof bei Salzburg

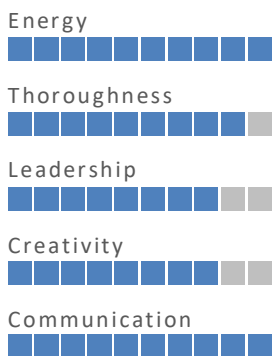
gudula.feichtinger@digiki.at
Tel: +43 (0)664/147 42 07

DIGITAL STRATEGIST
INNOVATION CONSULTANT

ABOUT ME

More than 20 years of experience in the internet business, I am an energetic character with a passion for new ideas and a proven ability to get things done. The challenges I seek: guiding companies to master the digital transformation; creating strategies and planning actions that make a change; ensure the implementation of the operational tasks. All with digital at its core.

TALENTS



ADDITIONAL INFO

Born: 13.12.1967
Nationality: Austrian
Status: partnership, 2 children

EXPERIENCES

Digiki GmbH
Since 01/2018

Founder and CEO

- Digital strategy development and innovation consulting for SMEs
- Startup-Consulting

ecx.io Austria GmbH
Digital Agency, since 2016 part of IBM
04/2010 – 12/2017

Senior Consultant Digital Strategy

- Development of digital roadmaps with focus on digital business models, digital organization, project definition & business case development
- Digital concepts, including website concepts, digital marketing strategy, KPIs and analytics, personalization
- B2B strategy: concepts for B2B portals & process optimization
- E-Commerce strategy: Online-shop concepts, performance optimization, touchpoint strategy
- Account Management: Contracting & customer development
- Clients: SPAR, Hofer, Pfeiffer, VERBUND, Fronius, DOKA, RWA (Lagerhaus), Wüstenrot, Atomic, DJHV, LKW Walter

07/2008-03/2010

Relocation to Salzburg, birth and care for my daughter

FischerAppelt
Kommunikation
PR-Agency, Hamburg
06/2006 – 06/2008

Account Manager Online

- Management and budget responsibility of all online projects
- Coordination of online-team
- Website, intranet and online marketing concepts
- Clients: Bankhaus Wölbern, Henkel, VDV, BASF, Vodafone

Freelancer
Hamburg, Vienna
10/2003 – 05/2006

Internet-Consultant & Chatbot-Author

- Creation of online-chatbots for institutions,
- Contributor to chatbot-book

09/2001 – 09/2003

Relocation to Hamburg, birth and care for my son

Pixelwings Medien AG
Web-Agency, Vienna
05/1999 – 08/2001

COO

- Management & budget responsibility (2,3 Mio €)
- Resource planning and team development
- Concepts and strategy for Renault Austria, Telering, SBAusparkasse, Ö2, HTM (Head Tyrolia Mares)

03/1996 – 10/1999

Author and Editor "Handbuch Internet", Falter Verlag Wien

- Idea and execution of the first internet handbook in Austria
- Yearly editions due to high success of first book

04/1998 – 04/1999

Sabbatical: Travelling South America

PING EDV,
merged 1996 with
EUnet EDV

Co-Founder of Internet Startup PING

- Co-Founder of Austria's first internet service provider
- Upscale operations, successful merger with EUnet EDV



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05/1994 – 03/1998

- Sales, business development, requirements engineering

Curriculum Vitae cont.

EDUCATION

WU Executive Academy
Oct 2016 – June 2018

Master of Business Administration (MBA)
in Entrepreneurship and Innovation

University of Vienna
1986 – 1993

Studies of Communications and Art History

University of Illinois
1990 – 1991

Exchange year in the USA

PROFESSIONAL AND PERSONALS SKILLS

Communication &
Leadership

- Experienced in team-communication and team-motivation
- Successful up-scaling of teams

Trainings & Certificates:

- Dale Carnegie: Presentation
- Dale Carnegie: Leadership

Workshops &
Presentation

- Very good presentation (executive level)
- Excellent workshop leading

Trainings & Certificates:

- IBM and SAP Design Thinking
- Metaplan Workshop Methodology

Project & Innovation
Management

- Long years of experience as project manager
- Innovation Camp (Google Sprint Methodology)
- Customer Journey Mapping

Trainings & Certificates:

- Scrum PO Advanced Certificate (Boris Gloger)
- BPMN (Business Process Modeling and Notation)

Software

- CMS: Adobe AEM, Sitecore CMS
- E-Commerce : Hybris (basic)
- Analytics: Adobe, Google
- Project Management (MS-Project, Jira, Confluence)
- Office: MS-Office Suite, Mind-Mapping and similar tools

Trainings & Certificates

- Adobe AEM Professional Certification
- Adobe Analytics Professional Certification

Languages

- German (Native),
- English (Excellent)
- Spanish (Conversational)
- French (Conversational)

Hobbies

