

# Curriculum Vitae

## **Susanna Wieseneder, Mag. Phil.**

Born in 1963 in Vienna, Austria

### **Position:**

Personal Counselor and Management Consultant  
Owner and Chief Executive of Personal Counseling  
Author of Management Books and Publisher of Working Papers  
Lecturer at Johannes Kepler University, Linz, Austria  
Supervisory Board Member, Erber Group AG

### **Work Experience:**

**13 Years Senior Consultant in 2 Public Relations Agencies, Vienna, Austria**  
(Public Affairs, Crisis Communication, Change Communication, Investor Relations)

**5 years CCO of the Austrian Post, Vienna, Austria**

(Privatization, Liberalization of the Post Market, Change Communication, Public Affairs, Brand Management, Employer Branding, Internal Communication)

**Owner and Chief Executive of Personal Counseling** since 2004 (Leadership Counseling, Career Counseling, Personality Development, Transition- and Change Counseling, Reputation Management)

### **Main Areas of Work and Core Competencies**

Personal Leadership Development

Senior Executive and Executive Career Counseling (On Boarding-Off Boarding)

Personal Positioning and Branding within a Corporation

Coping with Transitions and Changes within Life-Business Framework along Corporate Change Processes

Personal Reputation Management

### **Education**

Graduation at University of Vienna, Austria

Scholarship to New York University, NY, USA

Leadership Education Program, Harvard University, Cambridge, USA

Psycho-Drama Therapy Education, Vienna, Austria

International Executive Coaching Education, Germany

Mind-Set Management Education, Munich, Germany

### **Languages:**

German

English

Italian

### **Selected Publications:**

**Wieseneder S, Karriere nach der Karriere**, Orell Füssli, Zurich, 2009

**Wieseneder S, Reputationsmanagement**, Hanser Munich, 2006 **Wieseneder S, Ganz der Vater, nur halt anders** in: Unternehmensnachfolge in der Familie, Linde 2007 (A. Gutschelhofer Hersg)

**Wieseneder S, Gründungs-Reputation**, in: Gründungsmanagement kompakt; (Kailer/Weisz) Linde 2007

Edition Working Paper: „Anleitung zur Selbstführung“

**Wieseneder S;** Die unvermeidliche Heldenreise (2010)