

# Resumé

**Dipl.-Ing. (FH) Dieter Zirnig**

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## Personal Details

Name	Dipl.-Ing. (FH) Dieter Zirnig
Date and place of birth	June 9, 1975 (Vienna/Austria)
Nationality	Austria
Military Service	finished



## Practical Experience

### **11/2011 - now                      Electrolux — Digital Strategy and Communications**

Driving and defining strategy and managing digital basics and innovations for Digital Marketing initiatives at Electrolux and all of their brands: AEG, Zanussi, Electrolux, Juno with focus on all CEE countries (Social, Digital Ecosystem, SEM/SEO, Listening Management, Analytics and Metrics).

*Job expires unfortunally and surprisingly due to radical restructuring, job cuts and closing of the office in Vienna.*

2011 - now

### **Spinnwerk — Digital Strategy**

Digital Mindshifting and Consulting in the area of Digital Strategy for business-partners and clients (Workshops, Trainings, Change Management, Change Mangement and Management Consulting/Coaching).

**08/2009 - 10/2011**

## **Hewlett-Packard — Digital Strategy**

### **Worldwide**

Developing global digital strategy for company as well as execution. Driving digital engagement platforms, tools, new media mediums, research, analytics and metrics. Driving and executing seamless brand experience across all digital forums that are relevant to customers, employees and partners. Managing the digital ecosystem across the company and all engagement platforms. Driving engagement communities, blogs and syndication strategies and standards.

- Driving and defining strategy for digital marketing initiatives that advance HP's open innovation, marketing effectiveness, customer support and business intelligence efforts across the company (Social, Web, SEM/SEO, Listening, Analytics and Metrics, etc.)
- Driving Social Media activities in EMEA countries by building teams, aligning among all relevant stakeholders and defining a well working setup
- Responsible for and driving worldwide digital campaigns (HP Daviscup)
- Including Social Media, Mobile Marketing, emerging digital platforms and partnerships
- Guide the emerging digital brand and business initiatives through Generating ideas and innovation
- Organized two open BarCamp, a CreativeCamp and a MobileCamp conference for HP.

**10/2011 - now**

### **Digital Mindshift**

Moving organisations and teams to an innovative, engaged, transparent and performing connected-digital culture, driving cultural changes with a clear structured systemic approach.

- Defining and building competitive teams, structures and processes within organisations by defining new roles and responsibilities, Digital Strategies, Processes and Structures
- Strengthening internal and external communications, exchanges and Strategic Digital Alliances
- Driving organisational changes and Cultural Shifts with structured processes and clear targets
- Building successful Virtual Teams in worldwide environments in regards of collaborating and executing strategies.

2011

**Author** — Co-Writer for the book “Soziale Bewegungen und Social Media - Handbuch für den Einsatz von Web 2.0” (Social Movements and Social Media - Handbook for usage of Web 2.0) about “Participatory Events”, ISBN 978-3-7035-1462-3

**2008 - now neuwal.com - Politik- und Wahljournal — CEO**

Created, founded and managing an independent Online-Magazine around politics and elections in Austria in 2008. Along with 8 editors, we're currently reporting on local politics, elections, Social Movements, Political Changes in form of interviews, comments, LIVE-Internet-Discussions, Podcasts and book-reviews.

- More than 300 Interviews with politicians and personalities, most of them with Podcasts
- Ameisenrunde: LIVE-Internet-Discussion with all 13 small parties around elections in Vienna

2009 - now **Moderation** — for discussions, talkshows (supertaalk, neuwal)

2010 - now **Werbeakademie (WIFI)** — Lecture for Digital Marketing

2010 - now **update - Digital-Marketing in Österreich** — Journalist

01/2010 **Digital Ambassador for Stiegl Brauerei** — LIVE-Reporting from Vier-Schanzen-Tournee Skijumping

**06/2005 - 07/2009 Hewlett-Packard — Digital Country Manager**

Responsible for all country marketing activities in regards of hp.com to drive business results via ongoing improvement of marketing effectiveness based on metrics reporting and the online transactional funnel, analyzing and researching. Leadership in Social Media- and Digital Marketing-activities: Consulting, informing and educating about opportunities and latest trends. Strong relationship with internal and external partners, agencies and companies.

**08/2003 - 06/2005 DRAFTFCB — Account Manager, Head of Technic**

Responsible for digital marketing activities with international brands (SAMSUNG, IKEA, FUNDER, Hewlett-Packard) and leading the creativity and technical team at DRAFTFCB in Vienna.

2002 - 2003 **diamond:dogs** (Internet Agency) — Internship

2002 **Phoenix** SG Ltd., Burton on Trent, England, UK — Internship

beyond studying

- *UNiQUARE Financial Solutions, Austria*
- *Wörthersee Schifffahrt, Stadtwerke Klagenfurt*
- *McDonalds Restaurant, Klagenfurt*
- *Mangolds Restaurant, Klagenfurt*
- *Monkey Circus, Velden/Wörthersee*

## Education

2008 - 2012                      **Academy for Systemic Coaching and Management Consulting**  
— Systemic Diplom-Coach (ACC)

Post-Graduate Study: Management Consulting/Systemic Coaching (Thesis “Digital Mindshift”).

1999 - 2003                      **University of Applied Sciences Hagenberg** —  
Mediatechnology and -design/Digital Media

Graduated as Dipl.-Ing. (FH) (MSc) with distinction (Thesis: “Generating architecture design templates with UML”. Examination on “Law of Communication Media”)

1996 - 1998                      **Tourism, Marketing and Management** — College for Tourism

Graduated with a diploma in Tourismmanagement (Thesis: Tourism and Online)

1990 - 1995                      **Commercial Academy I, Klagenfurt**

1999 - 2003                      **Bundesrealgymnasium Viktring**

## Achievements and Awards

2009                      IAB WebAd - 1st, Best integrated Brand Experience (HP - “Euro 2008”)

2008                      IAB WebAd - 1st, Mobile Advertising (HP - “Turn IT on its heads”)

2007                      HP Achievement Recognition Program for Innovation (US)

IAB WebAd - 1st, Most creative campaign (Hewlett-Packard)

IAB WebAd - 1st, Best Mediastrategy (HP - Podcasts and Blogs)

2004                      Montreux - Golden Award Montreux (Samsung - “Black and White”)

Montreux - Golden Award Montreux (Samsung - “Coloring”)

DMVÖ - 3rd with SAMSUNG

DMVÖ - 3rd with Tanzquartier Wien

Push Up - 2nd, Interactive Campaign (SOS Kinderdorf)

2002                      University of Applied Sciences, Hagenberg: Student of the year 2002

## Languages

- German (Mother Language)
- English (fluently written and spoken)
- Italien/French (proficient)
- Austrian Sign-Language (Basics)

## **Digital Skills**

- Programming (PHP, ASP, Java, C++)
- Database (mySQL)
- Online Tools (Wordpress, Drupal, etc.)
- On- and Offline Design (Web and Print)
- Software (Adobe Package)
- Google Tools (Docs, AdWords, etc.)

## **Personal Interests**

- Travelling
- Sports (Running, Mountainbiking, Yoga, Hiking, Snowboarding, Swimming)
- Music (Piano)
- Theatre
- Politics

## *Voluntary Service*

2001 - 2009

AIDS Hilfe Vienna