



Managing Director

Paul Stuefer

I am helping companies to make the next step in digitalisation and marketing, with state of the art processes and business strategies.

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29.05.1988

Resume

Experience

- Dec. 2019 - ongoing
e-dialog
Managing Director
Responsible for the austrian market of the datadriven marketing agency. Enabled growth for the business and scaling the organisation, while increasing revenue with stable customer base during the Covid-19 pandemic.
- Apr. 2017 - Dec. 2019
T-Mobile Austria
Head of Digital Business
End-to-End responsibility for Digital Online department, eCommerce, 360° Digital Campaigning, Self-Service Platforms, Contentmanagement, Online Marketing Strategy, Digital Innovation, Digital Sales Channels, Cost Center,
Teamlead 11-15 FTE
- Nov. 2015 - Mar. 2017
T-Mobile Austria
Product Innovation Manager
Product owner in agile international project for Digital Assistance (chatbot), implementation of customer driven Self-Service Platforms, introduction of AI P latform for Digital Assistance, Project Lead 25-30 FTE
- May 2011 - Oct. 2015
Red Bull Mediahouse
Graphic Designer
Support of internal and external customers, Illustration, Editorial Design, Infographics, Project Management, Conception

Voluntary

- ≡ Lector for Mobile Marketing at FH Wien and Guest Lector for Digital Analytical Decision Making at FH Wr. Neustadt
- ≡ Speaker at Medientage, WKO eDay, MCÖ Marking Crashkurs, Mobile Marketing Innovation Day, Google Programmatic Buying Conference, total telecom congress, chatbot confrence,...

Education

- 2014 - 2016
FH Wien
Master, Communication Management
Passed with merit.
Integrated Communication, Brandmanagement, Management, Statergic Marketing, PR, Organisational Development, Marketing
- 2012 - 2013
Staffordshire University
Bachelor, Graphic Design
Passed with first class honours.
Exhibition Design, Information Design, Brand Design
- 2010 - 2012
die graphische
Diploma, Graphic Design
Passed with distinction.
Editorial Design, Branding, Fine Arts
- 2019 Basics of Digitalisation - Certificate of Excellence at Masterplan.com
- 2018 International Leadership Development Programm at Deutsche Telekom