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DI (FH)

Gregor Fischer

Digital Executive | Managing Director |
Expert in Digital Platforms & Services

PROFILE

Strategic leader with more than 20 years of digital expertise and a strong M-shaped profile. I combine deep knowledge in strategy, market, customer, product, and IT with solid competence in administration and finance. Specialized in building corporate start-ups, scaling digital platforms and marketplaces, and managing complex omnichannel ecosystems. Experienced in leading teams of up to 50 people and reporting directly to C-level executives.

PROFESSIONAL EXPERIENCE

Managing Director | ÖBB iMobility GmbH *Since 02/2017*

- *Holistic corporate leadership:* Strategic and operational management of the ÖBB corporate start-up with full P&L responsibility and operational focus on administration and finance.
- *Ecosystem & marketplace expansion:* Scaling the "wegfinder" Mobility-as-a-Service (MaaS) platform and app into Austria's leading digital marketplace for multimodal mobility.
- *Strategic partner management:* Initiating and managing partnerships with national and international mobility providers and public authorities; leading complex contract negotiations through to completion.
- *Product & IT leadership:* Steering product vision and the technological roadmap in close collaboration with development and UX teams; focus on scalability and technological excellence.
- *Agile leadership:* Disciplinary leadership of a 30-person cross-functional team; direct reporting to the ÖBB executive board.

Head of Digital Channels | A1 Telekom Austria AG *06/2015 - 02/2017*

- *End-to-end digital management:* Strategic and operational oversight of all digital touchpoints for A1, bob, and Red Bull MOBILE.
- *E-commerce & online shop:* Full responsibility for the online shop and digital sales channels; improving conversion rates and increasing online sales share.
- *Service & social media:* Establishing and managing service offerings across social media channels; overseeing the A1 Blog and A1 Community.
- *Omnichannel & customer journey: D*esigning seamless, cross-touchpoint customer journeys with a strong focus on the "Mein A1" app as the primary service channel.
- *Leadership & expertise:* Disciplinary leadership of a 50-person expert team.

Head of Device Management | A1 Telekom Austria AG *03/2012 - 06/2015*

- *Lifecycle management:* Full responsibility for the hardware portfolio (smartphones, tablets, wearables) with annual sales of approx. 1 million devices.
- *Strategic procurement & partner management*: Leading negotiations with international hardware manufacturers (including Apple, Samsung, Huawei); ensuring competitive purchasing conditions and exclusive launches.
- *Supply chain & process management:* Managing the entire value chain - from forecasting and supply chain management to after-sales service.

- *P&L responsibility:* Steering pricing and inventory management with direct impact on cash flow and working capital; responsible for sales targets and stock levels.
- *Product innovation & ecosystem:* Developing and marketing value-added services such as device insurance, buyback programs, and installment models to increase ARPU.

Head of IP TV & Online Services | A1 Telekom Austria AG *05/2009 - 03/2012*

- *IP TV:* Full responsibility for product management of A1 TV; managing the entire content portfolio for broadcast and video-on-demand.
- *Online services:* Developing, launching, and managing complementary online services for web and mobile, including music streaming, gaming portals, and information services.
- *Business development & innovation:* Designing and implementing new business models, particularly in mobile advertising and data-driven monetization.
- *Strategic partner management:* Leading negotiations and managing relationships with national and international content partners (including ORF, Warner, Sony, Gameloft).

Head of Red Bull MOBILE | mobilkom austria AG *01/2008 - 05/2009*

- *Mobile operator:* Strategic development and market launch of the MVNO in cooperation with Red Bull; direct reporting to the CEO.

Head of Vodafone live! Services | mobilkom austria AG *04/2005 - 01/2008*

- *Product leadership*: Digital pioneering through product lifecycle management of mobile data services (WAP/Web, MMS, streaming) and strategic partner management.
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Senior Product Manager | Hutchison Drei GmbH *10/2001 - 04/2005*

- *Launch & product management:* Designing and launching innovative UMTS/3G services during the nationwide market entry phase of "3".

Project Manager | One GmbH (now Hutchison Drei GmbH) *10/1998 - 10/2001*

- *Process innovation:* Designing and implementing a company-wide digital workflow management system to increase customer service efficiency for approx. 500 users.

EXPERTISE & ENGAGEMENT

- *Teaching & knowledge transfer*: Several years as a lecturer at FH Technikum Wien.
- *Entrepreneurship:* Co-founder of various start-up initiatives and strategic advisor for IT projects and digital transformation.
- *Social engagement:* Long-standing volunteer leadership of youth groups (Scouts).

EDUCATION

- *FH Technikum Wien*: Diploma in Electronics with a focus on telecommunications, IT, and marketing (with distinction).
- *HTL Wien Donaustadt:* Telecommunications & computer science (with distinction).

LANGUAGE & SKILLS

- *Languages:* German (native), English (business fluent).
- *Methodology: Agile leadership, design thinking, P&L management, strategic negotiation.*
- *Technology: Full-stack understanding (JS, React, HTML/CSS), digital ecosystem architecture, cloud platforms, AI.*