

PRESS RELEASE

Alumna of the year 2017 – Sandra Machal

Sandra Machal, Head of Campaign Management at ProSiebenSat1.Puls4, was elected as Alumna of the Year 2017 at FHWien der WKW.

Originally coming from Lower Austria, the 35 years old manager convinced the jury and the audience at the „Night of FHWien der WKW 2017“ with her enthusiasm for marketing and media planning, her area of work, which in the last years has become more a vocation than just a profession. She studied part time for her Bachelor's degree as well as for her Master's degree, which was a very good opportunity to immerse herself into the subject.

She has worked in the area of marketing for the past ten years. She started her career at Generali Holding Vienna AG and then changed to Havas Media Austria as a media planner and account manager. Since 2016, the excited choir singer has led the campaign management team at ProSieben-Sat.1PULS4.

Alumnus/Alumna of the Year 2017

For the past 10 years Alumni&Co has awarded the title of Alumnus/Alumna of the Year. Every year all students at FHWien der WKW are permitted to nominate exceptional alumni as candidates. A jury then elected the finalists and at the „Night of FHWien der WKW“ the Alumna of the year was elected by the audience. In 2017 the „Night of FHWien der WKW“ took place on the 20th October, at the Novomatic Forum Vienna.

Alumni of the Years 2008 to 2017

- 2008 – Gunter Farnleitern, Executive Management
- 2009 – Schien Ninan, Communication Management, Marketing & Sales
- 2010 – Ingrid Zbonek, Communication Management, Marketing & Sales
- 2011 – Julian Paschinger, Journalism and Media Management
- 2012 – Heidi Hauer, Communication Management, Marketing & Sales
- 2013 – Alexandra Petermann, Financial Management
- 2014 – Michael Baldauf, Financial Management
- 2015 – Theresa Steininger, Executive Management
- 2016 – Rüdiger Pressler, Executive Management
- 2017 – Sandra Machal, Communication Management, Marketing & Sales



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Picture in Print Resolution:

<https://tinyurl.com/y9b6g79d>

**UNIVERSITY OF APPLIED SCIENCES FOR MANAGEMENT AND COMMUNICATION
(FH WIEN DER WKW)**

The FHWien of WKW is Austria's leading university of applied sciences for management and communications. In addition to our International MBA in Management & Communication programme, 12 of the FHWien of WKW's 17 degree programmes are FIBAA accredited. Working in close contact with Austrian corporations, the FHWien of WKW currently offers well-rounded, practice-oriented academic programmes to over 2,500 undergraduate and graduate students. About half of our instructors hail directly from the business world. Precisely tailored to the industry's needs, our academic and research programmes optimally prepare our alumni – around 9,200 to date – for their careers.

Contact

Bernhard Witzeling

Head of Corporate Communication

Tel.: +43 (1) 476 77- 5733

presse@fh-wien.ac.at