

**Executive Management**  
Michael Heritsch\*

**Academic Board**  
Beate Huber\*

**Department of Communication**  
Sieglinde Martin\* (Head)  
Daniela Süßenbacher\* (Deputy Head)

**Department of Management**  
Beate Huber\* (Head)  
Florian Aubke\* (Deputy Head)

**Department of Digital Economy**  
Sebastian Eschenbach\*

STUDY PROGRAMS

**Communication Management**  
Sieglinde Martin\*

**Journalism & Media Management**  
Daniela Süßenbacher\*

**Marketing & Sales Management**  
Thomas Schmidt\*

**Financial Management**  
Thomas Kaufmann-Lerchl\*

**Human Resources & Organization**  
Christina Schweiger

**Management & Entrepreneurship**  
Manfred Schieber\*

**Real Estate Management**  
Klemens Braunisch\*

**Tourism and Hospitality Management**  
Florian Aubke\*

**Digital Economy**  
Sebastian Eschenbach\*

**Institute for Digital Transformation & Strategy**  
Walter Mayrhofer\*

**Institute for Business Ethics and Sustainable Strategy (IBES)**  
Daniela Ortiz Avram\*

PROFESSIONAL SERVICES

**Academic Affairs**  
Beate Huber\*

**Corporate Communication, Marketing, Alumni & Career Services**  
Bernhard Witzeling\*

**Finance & Process Management**  
Werner Satzer\*

**Human Resources & Legal**  
Carmen Hebauer\*

**IT Services**  
Anton Krystynek

**Facility Management, Workplace Health & Safety**  
Braco Musanovic

**Research**  
Walter Mayrhofer\*

**Ombuds Office**  
Elisabeth Rührig

COMPETENCE CENTERS

**CC for Leadership & Social Skills**  
Gerald Kolar

**CC for Marketing**  
Thomas Schmidt\*

**CC for Business Controlling & Accounting**  
Thomas Kaufmann-Lerchl\*

**CC for Business English**  
Catherine Prewett-Schrempf

**Key:**  
Pattern Fill - Competence Center  
— Disciplinary Assignment  
--- Topic Assignment  
\* Staff member with multiple roles