



CURRICULUM VITAE

Rolf Mistelbacher

date of birth: 11/13/1981

Austrian Citizen (born in lower Austria)

Landstrasser Hauptstrasse 116/36

1030 Vienna

Austria

Education:

4 years of elementary school

4 years of junior high school for sports

1 year of high school for electronic engineering

3 years of high school for economics and informatics – finished with diploma

1 year of evening classes for university licence

3 years of bachelor study "e-business" (from 2005 – 2008, University of Applied Sciences Upper Austria)

Focus on Economics, Marketing, Communication, Management, Finance & Controlling, E-Commerce and Web 2.0 (weekend classes)

Graduated with my bachelor thesis "Management by Objective theories"

Professional Experience:

Online Marketing at Microsoft (part time 20hrs/week, from March 2000)

- o Website infrastructure management for Product Marketing Group
- o Localization for microsoft.com/austria

Marketing Manager at Microsoft (fulltime from 2002)

- o Driving all online communication & marketing activities at Microsoft Austria for both B2B and B2C campaigns within Central Marketing Group
- o Digital Marketing Lead inside Central Marketing Group
- o Managing agency relationships, communication to product groups and headquarter
- o Management and strategic development of online infrastructure

Marketing & Communication Manager Technical Community at Microsoft (fulltime from 2008 to September 2011)

- o Driving integrated marketing campaigns (online & offline) for nerds, geeks and consumers
- o Strong relationship to headquarter and lead of virtual team across several countries
- o Product Marketing for developer tools and mobile apps
- o Managing a € 500K marketing budget

Interests:

Music (DJ Culture, Electronic Music), Literature (from Hesse to Updike),

Traveling (India most interesting country so far),

Sports (Tennis, Running, Snowboarding)

Languages:

German

English