

PROJECTS

MICROSOFT

Online Infrastructure Management (from 2002 – 2008)

Responsible for managing the online infrastructure of Microsoft Austria, including content management system, newsletter & E-mailing management, online analytics and CRM tools. Managed around 3000 pages on 20 different portals, 12 Newsletters and 15 Blogs. I worked on several international product launches and on localization for the EMEA and Western Europe region.

Campaign Management (from 2004 – 2008)

Driving different online campaigns using all types of online communication (E-Mail, social media, video production, blogging, product sites and portals, ...) for both B2B and B2C. Examples: Windows Phone Launch (including business development for apps and working closely with the developer community), Windows 7, Windows Live Services, Office 365 Cloud Offering, Xbox Kinect for Developers, Microsoft Surface, Microsoft Internet Explorer.

Webcasts & Events Platform (2010)

In 2010 I established a new brand and community platform for IT-Professionals and Developers. Project lead responsibilities included: Strategy & concept, defining success metrics, online infrastructure, event & video production, content roadmap, internationalization by adopting the platform in other markets ([Katapult.TV](#) – online live videocasting, [Katapult.ME](#) – In-Person event format).

Developer Community Codefest (2008)

Project lead: Building up a [community for Software Developers](#), Nerds & Geeks in Austria. This involved content planning, blogger management, blog & social media tactics, online-advertising and –analytics as well as prototyping for internationalization to other EMEA markets.

Blog & Social Media Strategy (2006)

In 2006 I focused on Social Media Strategies by creating communication guidelines and infrastructure setup for blogging initiatives. I helped making blogging and social media tactics a commodity at Microsoft Austria. [Kicked off more than 20 Blogs and Social Media projects.](#)

Other Marketing Projects

Big>Days (In-Person Event): [Event Roadshow](#) in 4 cities for 2000 customers. Showcasing latest products (Cloud offerings) and reach new customers. Focus on sales: Creating leads, Sales Follow up (Online, call center, account management).

Innovation Award and Day (2009, 2010): Is an established award program in the Austrian market. My responsibilities as Project lead: concept creation, budget and agency management, award ceremony and online marketing ([Award Website](#)).

PERSONAL:

Barcamps (2008, 2010)

I hosted 2 Barcamps in Vienna (Un-Conference on weekends), which is an event for Nerds, Geeks, Programmers and Musicians. Principal topics were panel discussions, workshops on technology, communication, politics and different IT-issues.

DJ Rolf Royce (since 2003)

In 2003 I started DJing in and around Vienna as [DJ Rolf Royce](#). I am closely following the Music industry trends and organized several events where I was both responsible for location and artist management.

Hauptstadtblog (2011)

Initiator and Blogger of Vienna based Photoblog [Hauptstadtblog](#). Together with friends, we try to give an uncommon view on what's going on in Austria's capital.

Rolf Generated Content (from 2006)

[Personal Blog](#) on my interests: Music, Literature, Politics, India and USA.