



## CV USCHI MAYER

### PROFILE

- Communications consultant for companies and organizations
- Experienced corporate communications professional for multinational companies, spokesperson
- Corporate branding and corporate communications expert, including issues/crisis communications

### PROFESSIONAL EXPERIENCE

#### **Northernlights Communications: Founder (2009)**

- Founder and partner. Communications consultancy specialized in corporate brand development and corporate communications. Clients e.g. Janssen (J&J), BCG, Scout24 Group.

#### **eBay Austria: Head of Communications (2006-2009)**

- eBay spokesperson. Responsible for brand and corporate communications in Austria. Member of eBay Austria's management team. Responsible for offline advertising including media strategy and planning, corporate PR, crisis and issues management (trust&safety), market and user research, user communications, planning and execution of high profile partnerships.

#### **mobilkom austria: Head Internal&Online Communications (temporary assignment, 2005)**

- Coordination of mobilkom austria group internal communications.

#### **igeneon, Austria: Head of Corporate Communications/Investor Relations (2002– 2004)**

- Member of leading Austrian biopharma start-up's management team. Development and execution of targeted PR and investor relations plans in Europe and the US, supervision of US agency. Development of corporate brand.

#### **Procter&Gamble, Austria (1998 –2002)**

- 2001 – 2002: P&G Western Europe: Brand Manager Corporate Brand Western Europe. Contribution to the creation and development of P&G's corporate brand equity. Design of a corporate brand marketing- and PR plan for Western Europe. Representative for P&G Western Europe as member of P&G's global corporate brand team.
- 1998 – 2002: Procter&Gamble Austria/Switzerland: Group Manager External Relations. P&G spokesperson, responsible for External Relations in Austria and Switzerland. Member of the Austrian/Swiss leadership team. Cross boarder people responsibility. Focus areas: corporate branding, brand PR and issues/crisis management. Design and realization of the "P&G Family Initiative" corporate equity program including above and below the line campaigns, media planning and research based evaluation.

**Menedetter PR, Austria: Senior PR Consultant (1996 –1997)**

- Client consulting. Development and realization of PR programs for diverse clients.

**Procter&Gamble, Austria: Assistant Brand Manager (1995– 1996)**

- Marketing planning. Design and realization of advertising and direct marketing activities for the Pampers brand.

**Abfall Service Holding AG, Austria: PR Manager (1991– 1994)**

- Establishment of corporate PR department. Development and realization of CI program. Crisis management.

**EDUCATION****Graduate Business School**

- University of South Carolina/University of Business and Economics, Vienna, MBA, top 10% of class

**Graduate Program Public Relations**

- University of Vienna

**Communication Science and German Studies**

- University of Vienna, MA, "cum laude"

**High School**

- Vienna, final exams "cum laude"

**ADDITIONAL TRAININGS, SKILLS AND SPECIAL HONORS**

- Business coaching intensive course at E.S.B.A. Vienna 2013/2014
- Marketing, media, public affairs, coaching, recruiting trainings at P&G and eBay
- English: fluent
- eBay Star Award 2006; Special Appreciation Award P&G Austria, 1999; Fulbright Scholarship, 1995