

PROF. HARALD EICHSTELLER

Professor for International Media Management



Speaking topics

- Ready for Top Management
- Growth Strategies with Customer Centricity / CRM
- Strategies in Digital Times
Web, eMail, Mobile, Guerilla marketing
- Field Test of WEB 2.0 Features
- Innovation Management
Blue Ocean Strategy
- War for Talents
Bachelor and Master in Germany

Publications



Ralf Kaumanns | Volt Siegenheim | Insa Spitz (Hrsg.)

Auslaufmodell Fernsehen?
Perspektiven des TV
in der digitalen Medienwelt



Profile

After 20 years as a manager in old and new economy companies, consultancies, agencies and media corporations, Harald Eichsteller went back to university to teach at the renowned Stuttgart Media University/ Hochschule der Medien (HdM) in 2003. International sales experience within Siemens Inc. worldwide as well as several positions as Vice President and Managing Director at RTL Television and as Head of Strategy and eBusiness at Aral Inc. give a professional foundation for his lectures and today's consulting and speaking activities.

Based on international business studies (WHU Koblenz, Northwestern University, ESC Lyon) Harald Eichsteller has been regarded as an expert for customer centric strategies, online marketing and innovation management since 1996; he also has been in great demand as a speaker and chairman of various conferences and summits (e.g. in Rio de Janeiro, London, Valencia, Montreux, Heiligendamm, Zürich, München, Berlin).

Professor Eichsteller published numerous articles and books on a variety of issues. 'Fit für die Geschäftsführung - Ready for Top Management' was published at CAMPUS in 2005 and the 2nd edition came out in 2009.; articles on 'Valuation of WEB 2.0 Portals' and 'Development of a Convergence-Radar-Model' were published by Germany's leading editors in their respective fields.

Prof. Eichsteller was appointed to the jury of the German digital industry awards DMMA and OVK; since 2003 he supports start-up as well as established companies and professional sports teams in their boards.

More information: www.eichsteller.com

Fields of expertise / lectures

- International Media Management
- International Finance and Media Markets
- Strategic Management
- Internet Strategies and Concepts
- Online Marketing
- Customer Relationship Management
- Cost Accounting / Business Planning

Awards

Deutscher Multimedia Award (DMMA) 2002

Gold Award in category 'Web-based Services' for www.fuehrerschein.de

Intermedia Globe Grand Prix 2002

Silver Award in category children for www.kidstation.de

E.ON IT-Innovationswettbewerb 2001

Gold Award for Internet- and WAP-Application