

WOLFGANG MAIERHOFER
Graduate in business sciences

Work experience

2011: takeover of Medahead company (specialised in medical conference and individual medical publications)

2010: sale of 50% of shares in Verlag MedMedia to P&V Holding of Dr. Josef Taus

2005: founding of MedicalMediaConsulting (special agency for health issues)
Sale of shares in Welldone agency and purchase of an additional 50% of shares of Verlag MedMedia

2000: founding of Aerzte Krone Verlag (cooperation project with *Kronenzeitung*)

1998: founding of and managing director and partner of specialist medical publishing house MedMedia

1990/1991: founding of Welldone GesmbH (health-communication agency), numerous other company foundations including Update Europe, Gesunde Lunge, and Wohlfahrt und Partner

1989: switch to communications industry as budget director at Ogilvy&Mather

1987: product manager vaccines and gastrointestinal products in pharmaceutical industry at SK&F (now GlaxoSmithKline)

1985: started working as product manager cosmetics and feminine-hygiene products at Unilever Elida; subsequently as marketing and sales manager responsible for Rex Autopflege brand at Erdal, Hallein, Austria

The companies of Medical Opinion Networks (founded by Wolfgang Maierhofer) employ a staff of around 80 and generate a turnover of around €20 million.

Teaching and lecturing

Lecturing on nursing at Akademie fuer Fortbildungen und Sonderausbildungen
Numerous seminars and expert talks on marketing and communication in Germany and Austria

Panel member and event presidency

President of exam committee of university course on advertising and sales
Member of experts' panel for awarding of Effie (advertising and marketing award) and Staatspreis fuer Werbung (state award for advertising)

Education

Started professional career in parental business while studying at secondary school and university

Additional training as academic exports merchant, obtained commercial qualification as independent advertising-business agent with trade licences for advertising advice and placing of advertisements, and trained as social and business coach

1985: granting of academic grade of Mag.rer.soc.oek, Vienna University of Economics and Business Administration, Austria

HAK (Austrian business school for students aged 14–19) certificate (magna cum laude)

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Business administration, Vienna/Innsbruck, Austria and Guildford, United Kingdom

Primary and general secondary school, Neumarkt am Wallersee, Austria

Current list of trade-press publications

Universum Innere Medizin

Klinik

Diabetes Forum

Das Medizinprodukt

Nephro Script

Arzt & Praxis

Gyn-Aktiv

Neurologisch

Spectrum Dermatologie

Spectrum Onkologie

Spectrum Psychiatrie

Spectrum Urologie

Fakten der Rheumatologie

PharmAustria

Neue Horizonte

Aerzte Krone

Apotheker Krone

Zahn Krone