

**“My external view enhances your  
marketing opportunities”**

**Peter Skala**  
Marketing Consultant



## **THE EXTERNAL VIEW**

Peter Skala is an international expert in marketing and sales. He combines strategic and conceptional consultancy with the objective of enhancing the satisfaction of employees and customers.

Collaboration with Peter Skala profits from his external viewpoint of internal challenges, and serves to acquire new perspectives in the planning and implementation of the requisite measures

Peter Skala also offers sparring exchanges at the C-Level and in top management, with the aim to discover new marketing ideas.

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## **QUALIFICATION AND EXPERIENCE**

Peter Skala's results-oriented approach and international experience have been recognised, making him a finalist in the “Business Award Querdenker” in Germany and a winner of the Austrian State Award in Marketing.

- / Marketing Consultant since 2002
- / Project experience in 11 European countries
- / Senior Advisor Marketing Zumtobel Group
- / Senior Advisor Marketing MOL Group
- / Startup and Scaleup Mentor, Coach
  
- < Board member Marketing Club Austria
- < Board member Industry Marketing club
- < Enterprise communication Schmid Industry Holding
- < Lead International Marketing Baunit

## REFERENCES AND PROJECTS

### BAUMIT INTERNATIONAL

Strategic und operative marketing as Head of International Marketing.  
Marketing and communications strategies, establishment of marketing teams in eight countries. Branding and market introduction of products, as well as coordination in communications.

### DYSON AUSTRIA

Co-developer of a communications strategy for the introduction of a product line to the market.

### GLORIETTE HEMDEN

Co-developer of a marketing concept, development of a marketing strategy.

### IMMOFINANZ/IMMORENT

Brand concept, positioning, market introduction of retail parks in Central and Eastern Europe.

### MEINERAUMLUFT

Original concept and creation of one of the largest topical platforms in the German-speaking countries.

### MOL GROUP/ZUMTOBEL GROUP

Impulse consulting and sparring with the CMO on marketing and marketing expansion.

### OTTAKRINGER BRAUEREIEN

Impulse consulting to position the brewery as event organiser/host. Development of marketing strategies aimed at diverse target groups.

### RAIFFEISENHOLDING NÖ-WIEN

Strategic market orientation and repositioning of the UND Monastery as an interlinked art-, culinary- and event-location.

**More references:** [www.querdenke.com](http://www.querdenke.com); [www.meineraumluft.at](http://www.meineraumluft.at)