

Mag. Mira Kloss Zechner

Born: 6/26/56, Amsterdam/Holland.

Divorced mother of two children that study at the European university in Barcelona

Contact:

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Education:

Elementary School, Amsterdam 1962/1968

High School, Amsterdam 1968/1974

High School, Goethe Institute in Barcelona/Spain 1972/73

University of Barcelona 1974/1976

Philosophical Faculty

Degree: "Diploma de Estudios Hispánicos"

University of Vienna 1976/1982

Study of Economics and Commercial Science

Degree: mag.rer.soc.oec

Student activities:

Teasa, Congress Agency, Barcelona 1974/1975

Freelance Interpreter.

Austrian Chamber of Commerce, Barcelona 1976

Organization of Austrian presence at international fairs,

Coordination of bilateral commercial contacts.

Neckerman , Vienna 1980

Touropoperator

Development and operation of a tourist package Vienna for Dutch tourist.

Languages:

Dutch, German, English and Spanish fluently.

Portuguese, French oral.

Employment:

Wedobrand 01/2012 ongoing

Brand consultant

clients sa Steinway, natural cosmetics and digital start ups

Bwin.party digital entertainment 1.04 2011- ongoing

Consultant for Brand development and Brand communication

- Development and positioning of the new corporate brand bwin.party including corporate design*
- Development of overall brand architecture within the joint entity bwin.party*
- Repositioning of consumer brand Party Poker and complete re-design of website*
- Ongoing campaign development for bwin*
- Establishment of a new digital TV format (real time engine feed) based on the in house developed sheeva technology*

Bwin interactive entertainment AG 08/2006-04/2011

Director of Brand Management

- Lead of the overall Rebranding and Renaming Project: "betandwin to bwin"*
- Development of the Transition Campaign : "a shortcut to new playing fields"*
- Execution of all logo transitions (site, sponsoring, banners, offices, mobile)*
- Redesign of main website and development of a new entry portal.*
- Positioning of bwin as the leading consumer gaming brand in Europe (co validated by extensive qualitative consumer tracking).*
- Development of extensive brand guidelines and manuals including company cultural guidelines as well as conducting brand academies and tonality workshops for employees*

BetandWin Interactive Entertainment AG 01/2005 -08/2006

International Brand Manager

- Conducting of an international qualitative market research project to evaluate possible positioning concepts and to gather consumer insights in regard "betting and gaming"*
- Creation of a brand strategy to become a consumer brand versus a product brand only*
- Conception and Development of Magic Moments of Sports Campaign as a TV Commercial, Documentation for European tv stations and as a Micro site platform with over 11 mio visits within 6 months.*
- Development of global World Soccer Promo Campaign and implementation in 22 countries and adaptations thereof.*

Kloss Zechner Advertising Agency, Vienna 1990- 06/2005
Founder and Managing Director

Founded 1.1.1990 with Creative Director Niki Kloss.

Clients: Master Foods, Austrian State Lottery, Schering, Austrian Wine Council. Bären Batteries. Furthermore a wide range of international projects for agency networks.

Various international and national nominations and awards.

Services rendered s.a. Marketing strategy planning, Media planning, Internet/e-commerce solutions. Corporate- Identity-Design, Graphic- and Screen design, Package design.

<http://www.kloss-zechner.com>

During the existence of the agency with 5 fixed employees I outsourced myself to:

Ogilvy Central-and Eastern Europe Vienna/ London 02/1998-2000
Client Service Director and CEEMA coordinator for KJSuchard

Responsible for advertising within the Region Central-Eastern Europe -Middle East and Africa, of the following brands:

-Maxwell House- Coffee/ Poland/Greece/Turkey

-3 Bit, Forte, Prince Polo, Siesta - Chocolate Bars/ Eastern and Central Europe

-Figaro, Pavlides- Tablets in Central and Eastern Europe incl. Greece/ Turkey

-Tang (Powdered Soft drink) Launch in Poland, Romania, Turkey and Middle East.

-Development of Brand strategy /advertising idea development, Research brief and coordination of the final execution of the campaign within the regions

-Execution and realization of global European campaign for 3 Bit and Tang

Young & Rubicam Vienna /2002-2004
Management Supervisor (DANONE)

Responsible for Marketing Strategies and communication of the following brands:

Actimel

Development of the health positioning and endorsement through the ministry of Health, which has led to one of the highest household penetrations in Europe and a extraordinary sales result in 2003. Development of new communication strategy in Germany.

Vitalinea

Strategic Repositioning of the light range and Launch of Vitalinea Drink

Topfencreme

Development of a first time local advertising campaign Topfencreme became the second largest growing mono brand in 2003.

Obstgarten

Strategic and research work together with international experts to relaunch and reposition Obstgarten in Germany.

Fruchtzwerg

Extensive international strategic and copy development work to redesign the brand within a new health conscious surrounding (sugar, artificial)

Activia

Positioning development and planning and preparation of launch 2004 in Austria

Austria 3/TBWA, Advertising Agency, Vienna 01/1988-12/1989

Client Service Director

- Reorganization and development of a whole new account service department
- Extension of the international business due to the alignment to the TBWA-network
- International New Business activities within the TBWA-network
- Strategic planning and realization of the European Sear/Bull campaigns
- Launch campaign development for a new credit card for FrequentFlyers.(Airplus)

McCann-Erickson, Sao Paulo/Brazil 1986-1988

Account Supervisor

- Coordination for Coca Cola, L'Oreal and GM
- New Business activities in various areas

McCann-Erickson, Detroit, 01/1986- 11/1986

Account Supervisor

- Team project: Development of a global strategy-planning tool for the McCann Network
- conception of a CRM tool kit for General Motors.

McCann-Erickson, New York 1985/05-11

Project work with international colleagues for international clients:

- Development of marketing strategy for Nestle International:
"How to enter the US ground roast coffee market "
- Completed McCann-Erickson/Worldwide Middle Management Seminar at University of Chicago. Areas of study included: Marketing strategy, Direct-marketing, organizational -and financial management.
- Attendance of the global Marketing seminar of Coca Cola in HQAtlanta.

McCann-Erickson, Advertising Agency, Vienna 01/1982-05/1985

Assistant to CEO 1982

Assigned responsibilities for international coordination's, Drive Accounts and New Business

Account Executive, 1983/1984

Coca Cola, Greek Tourist Board, National Bread Council, Ministry of Health

Account Supervisor, 1984/1985

L'Oreal, Martini & Rossi, American Express

Expertise:

Brand Consulting

Brand and marketing Strategy Development

Strategy planning

Media planning and consulting

Internet/e-commerce solutions

Advertising Brief Development

Customer Relationship Marketing

Corporate- Identity and -Behavior Consulting