

**Curriculum Vitae  
Sebastian Bayer  
May 21, 1977**

**Cumberlandstr. 22/23-25  
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(+43 664 6197626)**



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EDUCATION

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*Vienna University of Economics and Business Administration, Austria*

**Magister rer. soc. oec., Top 5 Percent**

**10.1995 – 03.2001**

Thesis: Benchmarking in Football Event Marketing

Specialization: Int'l Marketing & Management (Prof. Bodo B. Schleglmilch)

*Université Louis Pasteur, Strasbourg, France*

**Exchange Semester**

**1997 – 1998**

Mémoire: Les conséquences de la monnaie unique

*Bundesgymnasium und Bundesrealgymnasium, Rahlgasse, Vienna, Austria*

**School Leaving Examination, Top 10 Percent**

**1987 – 1995**

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WORKING EXPERIENCE

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*Young&Rubciam Vienna GmbH*

**CEO**

**04.2014 – present**

*Nike Deutschland GmbH, Berlin*

**Marketing Director Running AGS (AUT/GER/CH)**

**02.2013 – 03.2014**

Strategic, operational and creative Marketing lead of the Running Business for all German-speaking countries. Virtual team lead for the entire Running Marketing Team (Brand/Retail/Event/PR), key driver of the Running strategy within AGS, Running category point person for all communications with European & global HQ.

*Nike Deutschland GmbH, Berlin*

**Digital Community Associate Football AGS (AUT/GER/CH)**

**06.2012 – 01.2013**

**Marketing Manager Austria**

**09.2010 – 05.2012**

Strategic, operational and creative lead of the Austrian Marketing team (8 direct reports). Conceptualization of various local marketing initiatives such as Club der Töchter (young, female running community) and Catch the Flash (running street game). Member of the Austrian Management Team and integral part of the AGS (AUT/GER/CH) core brand team.

*Nike Austria GesmbH, Vienna*

**Brand Manager Football Aut/Slovenia (Aut/CH as of 09.2008)**

**09.2006 – 08.2010**

Strategic, operational and creative lead of the football category in Austria/Slovenia and Austria/Switzerland. Strategic planning and execution of football marketing initiatives (including EC'08 and WC'10) across all marketing functions. Key driver, ambassador and facilitator for the category internally and externally.

*Nike Austria GesmbH, Vienna*

**Retail Marketing Manager Aut/Slo/Cro**

**03.2003 – 08.2006**

Planning and implementation of all seasonal brand initiatives at Nike Franchise Stores, Key Accounts and shop-in-shops. Responsibility over all retail marketing budgets for Austria, Slovenia and Croatia. Close collaboration with key decision makers at Austrian key accounts and Nike Sales Management.

*Diözesansportgemeinschaft, Vienna*

**Civil Service - DSG Vienna (Amateur Football League)**

**02.2002 – 02.2003**

Various tasks in connection with the administration of the football league.

*Nike Austria GesmbH, Vienna*

**Marketing Internship with focus on Retail Marketing and Events**

**04.2001 – 01.2002**

Internship in Retail Marketing, Events, Sport Marketing and Brand Communications. Co-execute events such as ATP Kitzbühel Tennis Tournament and Nike Premier Cup European Finals in Vienna.

*Erste Bank AG, Vienna*

**Balance Sheet Analyst (part-time)**

**1998 – 2001**

I gained very good feeling for financial figures as well as numbers in general.

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## ACTIVITIES DURING STUDIES

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### *Sportunion Wien Mariahilf Sporting Club*

#### **PR Official and Head of the Football Division**

**1999 – 2002**

During three years I worked on the public relations piece for the club and lead the football division.

### *IM<sup>3</sup> - International Marketing and Management Managers*

#### **Co-Founder**

**As of 1998**

In cooperation with the Institute of IMM (International Marketing and Management) at the University of Economics and Business Administration Vienna and together with a few fellow students I founded a networking platform for students and graduates of the IMM Institute. Meanwhile IM<sup>3</sup> became a vital and very important part of the institute's networking system.

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## ADDITIONAL QUALIFICATIONS

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- Proven successful track record as team lead for teams of direct reports as well as virtual/in-direct teams
- Renowned as skillful mentor to employees within the own team or other teams, as well as colleagues
- Excellent knowledge of brand management, driven by a very good understanding of brand positioning, brand communication, sponsoring and consumer experience.
- Creative abilities: Experience in steering creative processes from insight generation to the execution – formal courses: Creative Professional trainings at Idea Management Worldwide GmbH, Frankfurt (Catch The Big Idea, Creative Planning and Performance, Creative Leadership)
- Completion of the Nike Leadership Program 'Accelerate' – that emphasizes on leading, coaching and people management as well as business skills.
- Profound experiences in working with event, communications, advertising, media and merchandising agencies – I have a distinguished agency/creative specialist network
- Excellent presentation skills (formal trainings: HPS Basic Seminary and Master Class – in addition I frequently do presentations during my daily work)
- Very good software user skills (ms and mac)

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## LANGUAGES

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- German – native language
- English – speak fluently and read/write with high proficiency
- French – speak, read and write with very good competence
- Italian – speak, read and write with good competence

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## HOBBIES AND INTEREST

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- Traveling: I love to visit and experience new countries, cities and cultures
- Football: I am playing in a club that participates in a non-professional league that was founded by myself
- Sports in general: I am a very sporty person. Running, football, tennis, skiing
- Cooking: I am a real gourmet - I love everything that's connected to that (cooking, wines, excellent coffee)
- Guitar: I played 14 years at the acquainted Musikschule der Stadt Wien, gave concerts within the noted 'Wiener Festwochen' and taught guitar during my university studies