

Wolfgang Otto Georg LEIS

Curriculum Vitae

PROFESSIONAL EXPERIENCE

- Since 2003 to present **Managing Partner at Velvet Hammer Branding Ltd., Budapest**
Directing accounts, client relations, business planning / development and general management.
Brand evaluating, localizing, developing (positioning, essence, strategy), implementing (name, slogan, logo, introduction, coaching) and guiding for clients as: the AVIA Hungary gas station network, MagNet – First Hungarian Community Bank, the Autofix quick service car repair network, the Cocaine energy drink, Salinen Austria, QLM, Alternate, Intego, Language Experts Group etc.
- 2001–2003 **PR Consultant at Velvet Hammer Marketing Ltd., Budapest**
Outsourced communication for AVIA, MTKI and Pneu Trade, as well as planning and executing of integrated communication campaigns for ELOPAK, Budapest Power Plants and Pharmacia.
- 1995–2001 **Area Director Central and East Europe for ACES International Ltd.**
in A, AL, BG, BY, CZ, HU, MK, PL, RO, RUS, SK.
Network client relations, campaign execution and client handling at CEE road-shows.
PR-partner network relations, PR-association relations, ACES-network meetings and PR-seminars organization.
Locating, staffing and equipping new offices.
Staff training on: leadership conduct, client relations, account handling, IT solutions, etc.
Introduction of standardized conduct, accounting and billing, corporate identity, presentation guidelines, etc.
- 1994–2001 **Managing Director ACES Budapest Public Relations Ltd.**
- 1993–1994 **Area Director Central Europe for ACES International Ltd.** in Poland, Czechoslovakia, Hungary and Slovenia.
- 1991–1993 **Managing Director at ACES Warsaw Public Relations Ltd.**
- 1991 **ACES International Ltd. in Vienna**
Coordinator for United Technologies Corp. (UTC) and The Upjohn Company in Poland, Czechoslovakia and Hungary.
Account Manager for Agrana, EHP/Scholl and Teroson in Austria.
- April–September 1990 **ACES Public Relations Ltd., Vienna & Donley Communications Corp., New York**
Joint employment on co-ordination of public relations programs between Central and East Europe, Vienna and New York.

- November 1989 **ACES Public Relations Ltd., Vienna**
March 1990 Sponsored orientation on the US-public relations market at Donley Communications, Ayer PR, Georgeson & Co, GCI Group, etc.
- September – **ACES Public Relations Ltd., Vienna and Budapest**
November 1988 Assistance on IPRA's 1st East-West Public Relations Conference, held in Vienna and Budapest.
- 1984–1987 **Traineeships at the central public relations departments of:**
Hungar Hotels, Budapest.
National Technical Center and Library (OMIKK), Budapest.
Maschinenfabrik Augsburg-Nürnberg (MAN), Augsburg.
Messerschmitt-Bölkow-Blohm (MBB), Munich.

EDUCATION

- 1983–1989 Ludwig-Maximilian-University, Munich
M.A. in communications science.
Specialisation in public relations with minor in market psychology and economic geography.
Thesis title: Public Relations in Hungary.
- 1981–1982 Ludwig-Maximilian-University, Munich
Studies in Economics.
- 1978–1981 Goethe Gymnasium, Neu-Isenburg.
- 1971–1978 Humanistic Benedictine Gymnasium and boarding school, Ettal.

FOREIGN EXPERIENCE

26 years Hungary, 2 years Poland, 1,5 years USA, 1 year Austria;
various stays in Central and Eastern Europe: Belgrade, Bratislava, Bucharest, Minsk, Moscow, Prague, Skopje, Sofia and Tirana.

LANGUAGES

German, native
English, fluent
Hungarian, fluent

MEMBERSHIP

German Public Relations Association (DPRG)
Austrian Business Club Hungary
Hungarian Bavarian Friendship Association
BUSHO (Budapest Short Film Festival) permanent jury president
SC Riessersee Ice Hockey Club Garmisch-Partenkirchen