



Dr. Bernhard Mayer

* Sep 5th, 1963

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Beiersdorf CEE

since 2005

- Media Director Central Eastern Europe

KYBERNETES Media Management

since 2005

- Mediamanagement/Consulting CEE / Partner of EMM

OMD Austria– Media Agency

1999 - 2005

- Managing Director / CEO

MEDIA DIRECTION Warsaw - Media Agency

1997 - 1999

- Managing Director
- Media Director Central & Eastern Europe

OMD Austria – Media Agency

1997

- Media Director

BBDO CEE - Advertising Agency

1996 - 1997

- Media Director Central Europe

BBDO Austria – Advertising Agency

1995 - 1997

- Media Director

BBDO New York - Advertising Agency

1993 - 1994

- International Media Coordinator

BBDO Austria – Advertising Agency

1988 - 1993

- BBDO Special Research

University of Vienna

- Communication Science (PhD)
Economy, History of Fine Arts
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LECTURER – JUROR – TRAINER

- 1996 Media Training for ELECTROLUX CEE, Vienna
- 1997 BBDO CEE Media Training, Warsaw
- 1998 Lecture at SEMPL Regional Media Seminar, Portoroz/Slovenia
- 1998 BBDO CEE Media Training, Budapest
- 1998 Media Training for PEPSI CEE, Budapest
- 1999 Lecture at SEMPL Regional Media Seminar, Portoroz
- 2000 President of the Int'l Jury at the Bulgarian TV and Advertising Festival, Albena/Bulgaria
- 2000 BBDO Sofia Media Training, Sofia
- 2001 Lecture at SEMPL Regional Media Seminar, Portoroz
- 2002 Media Training for BOEHRINGER INGELHEIM CEE, Loipersdorf
- 2002 Media Training for BEIERSDORF CEE, Vienna
- 2004 Juror at the Austrian MEDIA AWARD 2004
- 2005 Juror at the Austrian NEWS MAGAZIN AWARD 2004
- 2005 Lecture and Member of the Jury of the Bulgarian TV Festival, Albena/Bulgaria
- 2006 Lecture at the PRIMA Communication Fair, Zagreb/Croatia
- 2006 Lecture at the OMD Predict Conference, Riga/Latvia
- 2007 Lecture at Bulgarian Advertising Festival, Albena/Bulgaria
- 2009 Lecture at MBA Management & Communications, Vienna