



Communication, Trends, Future & Moderator

Andreas Wochenalt

Andreas Wochenalt, born on May 3rd, 1968 in Vienna, is working since October 2013 as Executive Creative Director at Serviceplan India. Within the agency group Andreas Wochenalt was responsible for the business of Plan.Net Austria as Managing Director November 2011 to September 2013. Previously, he worked at the Austrian advertising agency Demner, Merlicek & Bergmann. There he was responsible for the unit Digital/Cross-Media. Before joining D M & B, Andreas worked for IPG and Austria's leading online medium ORF.at in product development and marketing new media. For the international game-project Ski Challenge he developed crossmedia coops together with sponsors and...

Topics

- Branding
- Rhetoric / Communication

Languages

- English
- German

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