

Personal Profile – Prof. Dr. Peter H. Hoffmann

Managing Director
evolta – evolving executive careers GmbH

Expertise

Peter Hoffmann has a track record in executive positions in the manufacturing industry with focuses on marketing, controlling and HR, and as a consultant and trainer in international projects. He also has experience as associate professor of strategic leadership as well as a teacher of business English, and has worked intensively in the field of strategy development and implementation. His main interest in this has been with human potential development.



Professional Experience

Since 2010

Associate Professor: Swiss Management Center University, Zug (CH) – Vienna (AT): Strategic Leadership

Since 1991

evolta – evolving executive careers GmbH, Vienna - Managing Director

- **Training, Consulting, Coaching:** leadership development with a strong international scope through extensive modular management courses, executive coaching, OD training and consulting projects, further projects in the German finance industry, various Austrian companies, and also in the Czech Republic and Russia.
- **Strategy development and implementation:** Assistance to profit and NFP organisations of the most diverse sizes and industries in developing and implementing strategic re-orientation, with special emphasis on HR and OD in national and international contexts; e.g. a strategic OD project for a management development centre in Kampala, Uganda over the period 1991-1994; design and implementation of a personnel development system in a globally active Austrian engineering company of medium size
- **Moderating and guiding teams:** in processes with a special view on a balance between target orientation and group processes
- **Executive recruiting** exclusively in the context of long-term consulting relationships with clients
- **Development of a PC-SW-package:** supporting the translation process of strategic planning into figures.
- **Academic teaching** (1991-2001): lecturer in strategic management and leadership, University-grade course, Hernstein Institute, Austria

1980 -1991

- **Freelance Consultant and Trainer** for General Management and Strategy development and implementation

1977 – 1980 (1982)

Chemia/Bayer Austria GmbH, Vienna – Head of Corporate and Strategic Planning

- For the largest part of BAYER Austrian affiliates:
- Introduction of strategic planning system
- Project management in organisation and IT issues

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1969 – 1976

Th. & G. Mautner Markhof AG - condiments and beverages industry

- Member of the Management Committee: executive position as Head of Admin in a leading Austrian manufacturing company in the implying responsibility for a staff of appr. 40 professionals (personnel, management accounts, IT, organisation, planning).
- Managing Director: of the group's IT centre
- „Greenfield“ company buildup: designed, planned and implemented a national branded consumergoods distribution company (product/ packaging development, sales, marketing, organisation, logistics, personnel etc.etc.) within a time frame of 6 months from scratch to operations in capacity of Assistant to the President.
- Organisation Development: restructured fundamentally ibusiness infrastructure and staff training and development
- Product Management branded consumer goods: marketing work for national and international brands – positioning, marketing research, market communication PR and media sales promotion, special campaigns, contacts with international licensing partners.



1968 – 1969

Textile Industry, Vienna - Product Manager

- Management: special supplements department for trade journal: advert sales, editorial work, supervised layout and print

1967 – 1968

British Embassy, Vienna - Public Relations Clerk

- Public Relations / translation work: focus on assisting British trade missions in organisation and market communication

1965 – 1967

St David's College / University of Wales, UK – University Lector

- University Lecturing : lectures and proseminars on German language and literature

Current Functions and Professional Development

- Managing Director of evolta – evolving executive careers GmbH, Vienna
- Associate Professor: Swiss Management Center University: Strategic Leadership
- Cooperation Partner of Fischer Group International GmbH, Hamburg
- Member em. of the European Foundation for Management Development
- Trained as a systems analyst (University of Graz course)
- Attended diverse seminars and workshops in group dynamics, team development, coaching
- Studies in German and English languages and literatures (graduated), pedagogics and psychology (graduated), chemical technology, economics.
- Born in 1939