

ambuzzador

Josef Gasteiger

Digital Client Consultant & Chief Editor



Core competences

- # Content Strategy
- # Editorial Consulting
- # Storytelling
- # Digital Reputation
- # Digital Fitness
- # Digital Literacy
- # Employee Advocacy
- # Customer ExperienceING
- # Agile Coaching
- # Design Thinking
- # Stakeholder Management

Where I get inspired...

- In the crowd at concerts
- On the stage at concerts
- Alone up on a mountain top
- Traveling
- In my LinkedIn newsfeed

Industry experience

- B2B (Innovation & Technology, Gaming, Gas & Power, Mobility & Manufacturing)
- Finance & Banking
- Retail (B2B & B2C)
- FMCG
- Pharma

Consulting approach

Working alongside motivated people with a passion brings out my catalytic approach to enable them to be better, whatever they do.

Project-related experience

- **Since 2018 Raiffeisen Landesbanken NÖ: digital regional strategy in agile learning loops**
 - Conception of agile learning loops for the individual regional definition of the strategy.
 - Agile SetUp Infrastructure & Skillset of interdisciplinary teams working together on specific topics.
- **since 2017 Accompaniment of the transformation OMV Deutschland GmbH**
 - Strength-based agile team setup along Strengths Profiling
 - Experimental design along the transformation journey: understanding change as an opportunity (as an individual, as a team, across locations)
 - New work with Scrum & Lean StartUp, use of collaboration tools like Slack & Trello
- **since 2017 global digitalisation of NOVOMATIC Group**
 - Interdisciplinary development of an integrated strategy with all stakeholders
 - The path to international social media presence takes into account the individuality of countries and brands and their specific market and customer needs.

Certifications

2017	Certified Agile Leadership (Scrum Alliance)
2019	Certified Scrum Master (Scrum Alliance)
2019	Certified Service Design Thinker (XDI)

Background

Josef Gasteiger studied journalism and public relations (PR) in Graz, then worked as a marketing editor at the Tiroler Tageszeitung in Innsbruck. He left the Tyrolean mountains for ambuzzador in autumn 2013 and moved to Vienna. Today, the passionate music lover and Kitzbühel native leads the community & content team at ambuzzador with the goal of bringing people and brands together.

In doing so it is important for him to enable his clients to find new ways of staying ahead in the digital age and knowing how to adapt to constant change – also in communication.

Education

2008-11 **Bachelor of Arts**
FH Joanneum, Journalism & Public Relations

Biggest current challenge

- Accompanying big organisations to make small, but sustainable changes to its structure
- Identifying the change driver within each organisation

Passion Areas

Music, Travel, Pop Culture

Languages

Deutsch	native
Englisch	business fluent

Contact

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