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DI Dr. Carl Rauch



Personal Data

- Born on June 11, 1982 in Kronberg im Taunus
- Married to Anna Rauch-Kopetz and father of four children

Experience

- 2019 – today Freytag-Berndt und Artaria KG, Bergverlag Rother Vienna
- Managing director: Managing the digital transformation from a map- and hiking book publishing company with 110 employees and subsidiaries in 6 European countries to a digital data provider
- 2013-2019 Media House of the Archdiocese of Vienna Vienna
- Managing director: Managing the consolidation different media outlets (radio, newspaper, several websites, book publishing company) into one media company with 44 employees and creating new community websites for students and families
- 2011-2013 Axel Springer / autohaus24.de / myDriver Berlin / Munich
- Assistant to the CEO of Axel Springer AG (III to VI 2011)
 - Chief Operating Officer of Autohaus24 GmbH, an e-commerce joint venture by SIXT and Axel Springer for online new vehicle brokerage (VII ` 11 - IX ` 12)
 - Founder and Managing Director of myDriver, a smartphone limousine service of the SIXT Group (IX ` 12 - III ` 13)
- 2007-2011 Styria Media Group Graz / Vienna
- Project manager for the Executive Board: including project manager for the group strategy project "Styria 2020" and the market launch of "Die Presse am Sonntag"
- 2005-2006 Accenture Vienna, Analyst / Consultant
- 2004-2005 Technical University of Vienna, Institute for Software Engineering, Researcher
- Internships at the Austrian Foreign Trade Office, McKinsey & Company, BOC IT-Consulting, Arthur D. Little, International Building Order and Creditanstalt

Training

- 2005-2007 Graz University of Technology Graz
Doctor of Engineering Sciences with Distinction; Dissertation on the topic "A contribution to the sustainable preservation of knowledge"
- 2001-2005 Technical University of Vienna Vienna
Master's degree in business informatics and Master's degree in computer science with distinction; Erasmus at the Università di Siena / Italy

Other activities

- 2021 – today Niederösterreichisches Pressehaus St. Pölten
- Chairman of the supervisory board: supervising and supporting the digital transformation of a traditional weekly newspaper to a multi-media content company
- 2024 – today International Map Industry Association: Member of the Board Washington
- Mountaineering: Author of the hiking guide "Gesäuse" of Bergverlag Rother