

# MAG. KARL BACHER



## Contact

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## Skills

CRM & CVM ●●●●●●●●  
MS Office ●●●●●●●●  
Agile PM ●●●●●○

## Languages

German ●●●●●●●●  
English ●●●●●○

## Hobbies

Golf  
Cycle  
Tennis  
Soccer  
Travelling

## Working Experience

- Currently **Head of Customer Insights**  
**Erste Bank, Vienna**  
Operative and Analytical CRM  
Omnichannel Campaigning  
Product Owner
- 2007 – 2014 **CEO and Owner**  
**CRM and More, Korneuburg**  
CRM Consultant in Austria and Germany  
CVM Strategies  
Project Manager
- 2006 – 2007 **Sales Director**  
**Schober Information Group, Vienna**  
Key Account Management  
Online Marketing
- 2000 – 2006 **Head of CRM and CVM**  
**T-Mobile Austria, Vienna**  
Operative CRM  
Omnichannel Campaigning  
Product Owner  
International Project Manager

## Education

Master of economic science: **Business Information Technology**  
University of Vienna

## Additional Skills

MS-Office (Word, Excel, Access, Power Point, Project), Google Products (AdSense, AdWords, Analytics), etracker, SQL, UML, Clarify, Chordiant Marketing Director, Chordiant Rules Designer, Epiphany, Preactor, QlikView Designer, Microsoft Dynamics CRM, SAS VA, SAS MA, SAS EG