



# Consulting Profile

Version December 2025





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# MAG. KARL REDER

- Born 1974
- Study of Business Administration, Vienna University of Economics, (graduated), Study of Archeology and Scandinavian Languages, Vienna University (no graduation)
- Expertise
  - 25 yrs experience in various project roles
  - 15 yrs in consulting for CRM and ERP projects
  - 15 yrs IT experience in management positions (Head of Professional Services, Head of IT)
  - 5 yrs self-employed IT entrepreneur
- Email: [karl@reder.at](mailto:karl@reder.at) | Mobile: +43 664 73337378



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# CURRICULUM VITAE

- 2021 – date | Karl Reder Consulting e.U. | Senior IT-Consultant
- 2016 – 2020 | Brantner Österreich GmbH | Head of IT Services
- 2011 – 2016 | Umweltbundesamt GmbH | Head of Business Analysis
- 2004 – 2011 | Sensix IT-Solutions GmbH | Manager Prof. Services
- 2000 – 2004 | IDS Scheer Plaut Austria GmbH | Senior Consultant
- 1999 – 2000 | SCA Hygiene Products GmbH | Financial Controller



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# PORTFOLIO

- Strategic IT Management
- Digitalisation
- Project Management
- Customer Relationship Management



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# STRATEGIC IT MANAGEMENT

- Enhancing cooperation between IT and finance
- Development of an IT strategy
- Setting up IT reporting / IT controlling
- Support with profitability calculations (business value)
- Implementation of IT tenders



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# DIGITISATION

- Consulting on digitisation strategy and digital transformation
- Conducting workshops ‘Status and Potential Analysis’ and ‘Strategy Consulting’
- Support with applying for the Austrian KMU.DIGITAL funding programme



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# PROJECT SERVICES

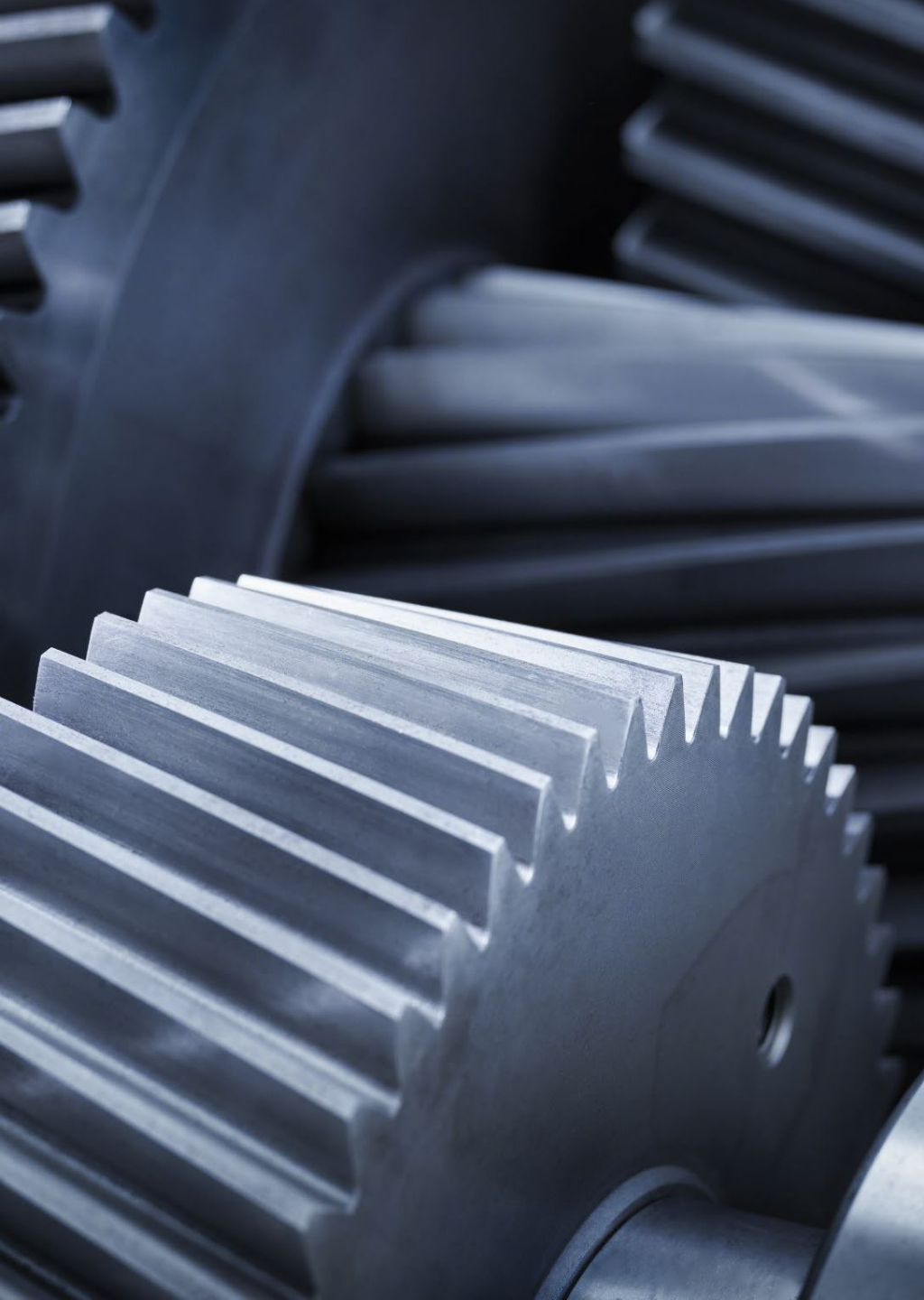
- Interim project and program management, both agile and waterfall
- Support with gathering and structuring requirements
- Further development of inhouse project management methodology
- Training of project management personnel
- Consulting services for setup of a Project Management Office (PMO)



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# FUNCTIONAL EXPERTISE

- Project and Process Management
- Digitalization
- Customer Relationship Management
- Document Management
- System Integration & Reporting
- IT Management & Controlling
- IT Strategy for SMEs



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# INDUSTRY EXPERTISE

- Telecommunications
- Construction industry
- Food production and trade
- Waste management and recycling
- Public sector
- Utilities
- Chemical and metal processing industry



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## REFERENCES (I)

# TELECOMMUNICATIONS

- Project manager for the implementation of a reporting solution for an Austrian cell tower service company [2023-2024]
- Product owner for a software project (Salesforce.com) within the sales organisation of an European telco group [2022]



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## REFERENCES (II)

# CONSTRUCTION INDUSTRY

- Business analyst for planning and implementation of Salesforce.com (CRM) for an Austrian-based international group in the area of construction material production and trade [2023-2024]
- Project manager for the implementation of a CRM system within the sales department of a German chemical wholesales group [2008-2009]



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## REFERENCES (III)

# FOOD PRODUCTION

- Project manager for the renewal of the inhouse server farm of a medium-sized food production company in Germany [2024]
- Project manager for the selection of a new webshop software and implementation contractor for a food production company in Austria [2021]



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## REFERENCES (IV)

# INFORMATION TECHNOLOGY

- Project manager for design and rollout of CITRIX based Mobile Device Management [2019-2020]
- Project manager for planning and implementation of SD-WAN (software-defined wide area network) to optimize connectivity [2019-2020]
- Project manager for the digital roadmap of a waste management company [2016-2020]
- Project manager to ensure GDPR compliance of a waste management company [2018-2019]



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REFERENCES (V)

# PROFESSIONAL SERVICES PUBLIC SECTOR

- Senior consultant for the selection of a project management software for effort recording and invoicing in a project-oriented company [2021]
- Program manager for design, development and maintenance of the Austrian federal environmental application platform for waste and water management (EDM) [2011-2016]



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# CERTIFICATIONS

- Certified Digital Consultant
- Product Owner (Agile Scrum)
- Project Manager (IPMA Level C)
- Certified Professional for Requirements Engineering (Foundation Level)



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# ABOUT

## **Karl Reder Consulting e.U.**

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Companyregister Court: Landesgericht Krems an der Donau

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