



## PERSONAL INFORMATION

|                |                       |
|----------------|-----------------------|
| Name           | Arne Johannsen, M.A.  |
| Date of Birth  | May 23rd, 1959        |
| Marital Status | Married, two children |

## EMPLOYMENT HISTORY

|                   |   |
|-------------------|---|
| <b>Since 2008</b> | <b>Independent PR- and Communication Consultant and Media Trainer</b>   |
| <b>1999-2007</b>  | <b>WirtschaftsBlatt</b><br>At first head of the department "Feature" (background reports, portraits)<br>Since 2001 managing editor (topic selection, layout planning, production scheduling) as well as head of the department „Business and Markets“ (staff and budget responsibility),<br>Regular author of editorials and comments |
| 1998-1999         | Deputy editor-in-chief at the trade magazine <i>PROFIT</i> (Manstein)   |
| 1996-1998         | Senior consultant at Austria's largest PR agency <i>PUBLICO</i> , responsible for the clients Coca Cola, Nestlè, Swatch, Julius Meinl (food)  |
| 1995-1996         | Editor-in-chief at the business magazine <i>CASH FLOW</i> , responsible for content design, personnel management and budget   |
| 1993-1995         | Business editor at the magazine <i>NEWS</i>   |

- 1993 Paternity leave with daughter Lisa
- 1988-1993 Freelancer, subsequently editor at the business magazine *CASH FLOW*; focus on portraits and business reports
- 1983-1987 Freelancer at *Hamburger Abendblatt* (daily newspaper with a circulation of 300.000), focus on news reporting

## EDUCATION

- 1983-1988 Studies of German Philology and Political Sciences at the universities of Münster and Hamburg, M.A. degree (summa cum laude)
- 1981-1982 Studies of Medicine at the university of Münster (three semesters)
- 1978-1980 Civilian service at the Order of Malta Volunteers in Münster/Westfalen (Nursing service in a hospital as well as ambulance service/ transportation of disabled children)
- 1966-1978 Elementary school and high school in Hamburg  
Diploma with a final grade of 1,9

## ADDITIONAL INFORMATION

Assistant lecturer at WIFI Vienna (Advertising Academy)