



## Mag. Nikolaus-Conrad Lorenz

### **PERSONAL DETAILS:**

- Date and Place of Birth: February 24<sup>th</sup>, 1973; Vienna, Austria
  - Citizenship: Austrian
  - Education: Master of Economics and Business Administration  
University for Economics and Business Administration,  
Vienna, Austria  
Majors: International Marketing and Management  
Personnel Management  
Thesis: Key Success Factors in Export Business  
  
University of Illinois at Urbana-Champaign, Illinois, USA
- 

### **Canon CEE GmbH**

#### **Strategy Director**

**2021 – present**

- Responsible for developing and executing the mid- and long-term strategy of Canon CEE in 24 countries

#### **Marketing and Sales Director B2B (SEE & CIS)**

**2012 – 2020**

- Responsible for Sales & Marketing of the entire Canon B2B Product Portfolio

### **Samsung Electronics Austria GesmbH**

#### **Head of IT Business for the Adriatic Region**

**2008 – 2012**

- Operational and administrative management of the IT portfolio in marketing and sales with organizational responsibility in the countries Austria, Switzerland, Slovenia, Croatia, Serbia, Bosnia, Macedonia, Albania, Montenegro, Kosovo, Romania, Bulgaria, Czech Republic, and Slovakia

#### **Key Area Manager CEE**

**2000 – 2008**

- Tactical and operative marketing and sales in Austria, Switzerland, Slovenia, Croatia, Serbia, Bosnia, Macedonia, Albania, Montenegro, Kosovo, Romania, Bulgaria, Czech Republic, and Slovakia for IT, brown and white goods.

Language skills: German, English (fluent)  
French