

PROFILE

JULIA KRALL, MA



EXPERT FOR MARKET & CONSUMER RESEARCH AND DATA DRIVEN MARKETING

Born in 1988, grew up and currently living near St. Pölten - mother of three children.

My professional competences focus on the interfaces between market and consumer research, methodological competence and marketing. This is due to my academic training on the one hand and my many years of work in the "Consumer Science" department (FHWN, Wieselburg Campus), which I was allowed to head for 10 years, on the other. Since September 2023, I have also been responsible for running and further developing the Master's degree programme "Consumer Research & Data Driven Marketing" at the Wieselburg campus (FHWN).

I can look back on many years of teaching experience and have been able to build up comprehensive application expertise over the years by being responsible for numerous qualitative and quantitative market and consumer research projects for both national and international companies - the foundation for a broad wealth of experience in application-oriented practice.

I am fascinated by understanding consumers. I am particularly interested in finding out how preferences are formed and decisions are made, as well as translating requirements into solutions. The need for information along innovation/marketing processes is comprehensive. The decisive factor here is to extract insights from a wealth of data from a wide variety of sources and to translate these into targeted marketing activities and thus support strategic and operational decisions.

CONTACT

E: ds@commkey.at

Tel: +43 664 3451308

PROFILE

JULIA KRALL, MA



**EXPERT FOR MARKET & CONSUMER
RESEARCH AND DATA DRIVEN MARKETING**

TRACK RECORD

- ♥ Bachelor of Arts in Business: Product marketing and project management
- ♥ Master of Arts in Business: Product marketing and innovation management
- ♥ Head of the Master's programme "Consumer Research & Data Driven Marketing" at the Wieselburg campus of the University of Applied Sciences Wiener Neustadt

KEY FOCUS AREAS

- ♥ Methods of empirical social research
- ♥ project management
- ♥ Marketing
- ♥ innovation management

CONTACT

E: ds@commkey.at
Tel: +43 664 3451308