

CV - Mag. Sandra Maren Grubinger

1. Personal Information

Address Robert Stolz Weg 1, A-5162 Obertrum am See, Austria
Email sandra@grubinger.immo
Date/Place of Birth 21 April 1976, Austria
Status Married, 4 children



2. Education

1994 – 1999	Austria	Master's Degree in Social and Economic Sciences (Mag.rer.soc.oec) Majors: Marketing, Tourism and Service Management Leopold Franzens Universität, Innsbruck
1998 – 1999	France	International Marketing and Product Management Université Paris-Dauphine
1997 – 1998	UK	International Economic Relations and International Management London School of Economics

3. Employment Overview

08/2014-present	Austria, Wolfurt	Grubinger Holding GmbH	Managing Partner - Real Estate Development & Management Consulting
06/2018-06/2020	Austria, Hallein	UKO Technik GmbH	Marketing Consultant (Freelance) – Vending Machines
05/2001-11/2014	Austria, Golling	UKO Media GmbH	Marketing & Sales Manager – P.O.S. Advertising
09/2009-11/2009	Germany, Munich	Go Yellow Media AG	Marketing Consultant (Freelance) – Online and Telecoms
06/2001-08/2009	Germany, Munich	telegate AG	Marketing Manager – Telecoms (Directory Assistance)
06/2000-05/2001	Germany, Munich	Softunity AG	Marketing Manager – Internet Start-Up Business – Online Shop

3.1 Internships

03/1999-05/1999	Australia, Sydney	Austrian Foreign Trade Office
07/1998-08/1998	Austria, Innsbruck	Ennemoser Tourismus- und Wirtschaftsberatung
06/1998-07/1998	Spain, Madrid	AMROP International
02/1998-03/1998	Austria, Vienna	Estee Lauder Companies

4. Professional Experience

08/2014-present	Grubinger Holding GmbH, Wolfurt, Austria <u>Managing Partner</u>
Company Description	Real Estate Development, Management Consulting & Marketing
Tasks	- Property management and development of real estate portfolio - Finance & Controlling - Establishment and management of the hotel brand welcometosalzburg.com
06/2018-06/2020	UKO Technik GmbH, Hallein, Austria <u>Marketing Consultant (Freelance)</u>
Company Description	Vending Machines
Tasks	- Strategic marketing consulting to increase sales in Austria and Germany - Support the introduction of new vending machine models into the market - Brand consulting, Development of creative advertising campaigns - Media planning - Public Relations
Results	- Implementation of a consistent and strong brand world - Increase in sales figures
05/2001-11/2014	UKO Media GmbH, Golling, Austria <u>Marketing & Sales Manager</u>
Company Description	P.O.S. Advertising
Tasks	- Develop and introduce a unique POS marketing tool for the tobacco industry in Austria: advertising screens on cigarette vending machines - Development of marketing material (website, PR, sales presentations, B2B advertising campaigns,...) - Manage and influence negotiations with potential advertising clients
Results	- Realization of a long-term advertising cooperation with several leading cigarette brands in the tobacco industry in Austria.
09/2009-11/2009	Go Yellow Media AG, Munich, Germany <u>Marketing Consultant (Freelance)</u>
Company Description	Online and Telecommunication Services
Tasks	- Strategic marketing consulting to introduce a new and unique telecommunication brand into the German market - Design and lead the 'pitch presentations' process to select the best creative advertising agency for the media campaign - Development of the creative advertising launch campaign - Manage and influence negotiations with TV channels and advertising agencies
Results	- Implementation of top-industry know-how to manage financial and business risk

- Strategic decision-making to outsource media planning to the best-fit media agency

03/2005-08/2009

telegate AG, Munich, Germany

International Marketing Manager

Company Description
Tasks

Telecommunication Services (Directory Assistance)

- Full brand-marketing responsibility throughout Germany, Austria, Switzerland, Spain, France, Italy
- Strategic work with lead agencies (creative and media) for each country
- Develop advertising strategy (creative and media) for the market entry in France 2006 and Switzerland 2007 together with agency
- Constantly improve advertising strategies in Germany, Austria, Spain and Italy to increase marketing efficiency.
- Steering the production process of all advertising materials (tv spots, radio spots, online ads, print ads)
- Manage below the line and guerilla marketing projects
- Market research initiatives to increase business efficiency within Europe
- Management reporting at Board level for European budget planning and annual performance
- International cross-marketing initiatives to present advertising projects and ideas to local marketing teams
- Development of innovative solutions, e.g. call center capacity planning tool – in function of German Brand Manager
- Contributed to business success through building strong client relationships through strategic information flow across international and cross-functional teams as well as with advertising agencies
- Increased turnover by 20% in an overall decreasing market

Results

06/2001-03/2005

telegate AG, Munich, Germany

Marketing Specialist

Company Description
Tasks

Telecommunication Services (Directory Assistance)

- Brand management of core brand in Germany: "11 88 0 ... da werden Sie geholfen"
- Close work with creative and media agencies for Germany and Austria on a daily basis being fully involved in the agency processes
- Management of production processes
- Management of all classical marketing communication tools (eg. TV, Radio, Print, Online)
- Annual management of media budget (20 M Euro) and production budget (shootings with celebrities)
- Product manager for end-to-end launch development cycle for new products/services
- Implementation of effective cost containment strategies and ad hoc crisis management measures
- Analytical research to identify market trends and evaluate innovative tools to rebuild brand identity
- Accomplish knowledge-sharing platforms business and industry-wide to improve team-building and communication

Results

06/2000-05/2001

Softunity AG, Munich, Germany

Marketing Manager

Company Description
Tasks

Internet Start-Up Business – Online Software Shop

- Set up from scratch of key business marketing functions to establish a cohesive online brand to sell licensed software
- Pioneer and implement new concept in strategic online advertising (matching client data to individual interests)
- Event/Exhibition management and key public relations activities to promote brand awareness
- Achieved tough entrepreneurial service breakthrough within short period of time
- Realistic business planning with key monthly milestones to increase community-size, web-clicks, and CD sales targets
- Significantly increased the volume of online traffic with innovations to drive traffic to the site

Results

5. Additional Information

Languages

German (native)
English (fluent)
Danish (conversational)
French (conversational)
Spanish (conversational)

Hobbies/Interests:

Sports (Skiing, Hiking, Yoga,), Interior Design, Reading, Nature, Socialising and Activities with Family and Friends

Erklärung gem. § 87 Abs 2 AktG

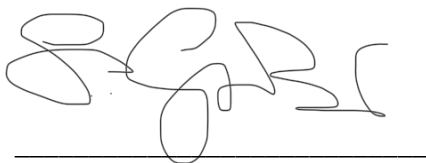
Gem. § 87 Abs. 2 Aktiengesetz hat jede für die Wahl in den Aufsichtsrat vorgeschlagene Person der Hauptversammlung ihre fachliche Qualifikation, ihre beruflichen und vergleichbaren Funktionen sowie alle Umstände dazulegen, die die Besorgnis einer Befangenheit begründen können.

Zur Darlegung meiner fachlichen Qualifikation sowie meiner beruflichen oder vergleichbaren Funktionen verweise ich auf meinen angeschlossenen Lebenslauf.

Weiters erkläre ich hiermit, dass

1. ich sämtliche Umstände im Zusammenhang mit § 87 Abs. 2 AktG offengelegt habe und nach meiner Beurteilung keine Umstände vorhanden sind, die die Besorgnis einer Befangenheit begründen könnten,
2. ich zu keiner gerichtlich strafbaren Handlung rechtskräftig verurteilt worden bin, insbesondere zu keiner solchen die gem. § 87 Abs. 2a S 3 AktG meine berufliche Zuverlässigkeit in Frage stellt,
3. keine Bestellungshindernisse im Sinne von § 86 Abs 2 und 4 AktG bestehen,
4. ich keine Organfunktion in anderen Gesellschaften wahrnehmen, die zur UKO Microshops AG in Wettbewerb stehen, und
5. ich keiner geschäftlichen oder persönlichen Beziehung zur UKO Microshops AG oder deren Vorstand stehe, die einen materiellen Interessenskonflikt begründet und daher geeignet ist, mein Verhalten als Mitglied des Aufsichtsrates zu beeinflussen.

Puch, am 22.07.2026



Mag. Sandra Grubinger

Beilage:

Lebenslauf