

Mag. Dr. Peter J. Friedl

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WORK EXPERIENCE

Vindobona

Founder & CEO

Jan. 2008 – Present

Vienna, Austria

- Vindobona.org - Vienna International News is the leading English-language news source for the international community in Vienna. As a trusted and indispensable source of information, Vindobona offers well-researched news and analysis from the fields of diplomacy, politics, and business, to inform and connect professionals, expats, and diplomats in particular, empowering them to succeed.
- As the founder and managing director, I bootstrapped and grew Vindobona from limited resources, and today it boasts a significant readership within Vienna's international ecosystem, reaching personnel across hundreds of bilateral and multilateral missions, a multitude of international organizations (such as the UN and its agencies), numerous foreign corporate subsidiaries, and a wide array of international service providers. Its influential network of advertisers and partners includes embassies, real estate, healthcare, automotive and luxury sectors, education, hospitality, and diverse professional services. Demonstrating its extensive reach and engagement, Vindobona's newsletters reach over 100,000 unique clients, its portal generates over 2.5 million annual page views, and it achieves an exceptional 80-90 percent penetration rate among Vienna's relevant diplomatic community.

FriedlNet

Founder & CEO

July 1997 – Dec. 2007

Shanghai, China

- FriedlNet.com - The Leading Provider of China Business and Professional Information, based in Shanghai, provides market research and strategic business intelligence, enabling a global clientele of businesses, organizations, and professionals – including foreign investors, multinational corporations, government agencies, and academic institutions – to access vital company, industry, and market research reports for navigating China's political, economic, and business landscape.
- As the founder, over a decade, I established and scaled a thriving online platform for market studies and digital business information, collaborating with 40 Chinese partners and leading a team of 10 to market a comprehensive catalog of up to 5,000 studies to over 3,000 international customers, primarily in the US, Europe, and Japan, including industry leaders such as Accenture, Siemens AG, and Harvard Business School.

Treubhandanstalt

Consultant

1992

East-Berlin, Germany

- Secured up to DM 2 million in liquidity loans through negotiations with managing directors of East German Industrial Corporations.
- Led and participated in acquisition and MBO negotiations with principals and management. Developed and implemented subsidiary merger plans.
- Analyzed subsidiary financial statements and data to assess solvency and developed short-term budgetary strategies.

Creditanstalt-Bankverein & -AWT Trade Finance

Financial Assistant

1990

New York City, USA

- Evaluated client financial positions to inform credit applications and reviews.
- Guided US exporters in penetrating new markets in Austria, Hungary, and Czechoslovakia.

Anglo-Alpha Group of Companies

1989

Financial Assistant, South Africa Foundation Scholarship

Johannesburg, South Africa

- Supported the Director of Management Services within a corporation boasting R530 million in turnover and R1.4 billion in assets in daily operations.
- Spearheaded a profit maximization initiative for the South African cement cartel's cement sales by developing and implementing an on-rail pricing strategy leveraging linear programming and data analysis.

EDUCATION

University of Vienna/Universität Wien

June, 1994

Ph.D. in Economics, Majors (Finance), Summa Cum Laude

Vienna, Austria

Vienna University of Economics and Business/Wirtschaftsuniversität Wien

June, 1993

Mag. rer. soc. oec., equivalent to a Master's degree, Majors (Finance)

Vienna, Austria

Additional International Studies

Sinology & Mandarin (1995/1996, Bochum, Chinese Studies); London Business School (London, 1993, Ph.D. Research); ESADE Escuela Superior de Administración y Dirección de Empresas (Barcelona, 1990, Business Spanish); Columbia University (NYC, 1988, Business Case Discussions); School of International Banking & Finance (City of London, 1987, Finance); Université de Sorbonne (Paris, 1985, French); Harvard University (NYC, 1984, Business Case Discussions)

SKILLS & INTERESTS

- **Languages:** English; German (native speaker); Spanish; French; Chinese/Mandarin
- **Publications:** “Cashflow Statement and Liquidity Analysis” published by Linde Wirtschaftsverlag Vienna, etc.
- **Interests:** Mountain hiking; Golf; Fitness; Geopolitics; Capital markets; Real estate; Dogs; former frequent marathon and half-marathon runner, Ironman finisher and tennis player
- **Miscellaneous:** Autodidactic skills whenever required; six-month trip around the world; various voluntary activities; successful completion of the traditional Way of St. James (Camino Francés, 779 km) in 2026