



Dr Peter Steidl, Executive Chairman

M.B.A., Ph.D. (University of Vienna)

Chairman, Aegis Media Asia Pacific Neuromarketing Council

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Expertise

brand strategy, neuromarketing, advanced market research methodologies identifying brand memories and brand codes, communications and innovation strategies, strategic audits, business concept innovation and competency development.

Author of *Neurobranding* and *Creating Brand Meaning: How to use Brand Vision Archetypes*

International Experience

- worked and lived in Austria, Australia, Germany and the United Kingdom.
- projects were carried out in Australia, Austria, Brunei, China, Denmark, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Netherlands, New Zealand, the Philippines, Singapore, South Africa, Thailand, Turkey, the United Kingdom, and the United States.

Clients (selection only)

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| • Adecco Group | • Energie Baden | • National Foods |
| • Aegis Media | • Wuerttemberg Germany | • Nestle |
| • AMP | • Ford Australia | • News Corporation |
| • AusIndustry | • Fosters Group | • Ogilvy & Mather |
| • Australia Council | • GE Money | • PBL / Channel 9 |
| • Australian National Railways (ANR) | • Glaxo (GSK) | • Philips (Austria) |
| • Austrian Railways | • Hill & Knowlton | • Powercor (CKI Group) |
| • AXA | • Hills Industries | • Right Davidson |
| • Barclays Bank (UK) | • Hilton International | • Rio Tinto |
| • BBDO | • Horwath & Horwath | • Sanitarium |
| • BHP | • HSBC | • San Remo Macaroni |
| • Bridgestone | • ICI (Dulux) | • Shell Australia |
| • British American Tobacco | • Jenny Craig | • Shell Exploration & Production (Netherlands) |
| • Cadbury Schweppes | • Johnson & Johnson / Pfizer | • Southcorp |
| • Citibank | • Kelloggs | • South Pacific Tyres (Dunlop) |
| • Clarks Shoes | • Kraft Foods | • Spotless Group |
| • Coca Cola | • Landesbank Baden Wuerttemberg (Germany) | • Target |
| • Colgate-Palmolive | • Leo Burnett | • Thrifty |
| • Coles | • McCann Erickson | • United Water |
| • Continental (Germany) | • Mobil Oil | • Village Roadshow |
| • Elders | • National Australia Bank | • Vodafone |
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Past Appointments

- Senior Lecturer in Commerce, Graduate School of Management, University of Adelaide and guest lecturer at Deakin University (MBA Program) and RMIT (Graduate Program in Industrial Design)
- Member of the Advisory Board of the Graduate School of Management, The University of Adelaide
- Visiting Adjunct Professor, Department of Computing, Curtin University
- Guest lecturer at the AFA (Advertising Federation of Australia) Strategy & Planning Course
- Chief Rat, Strategy Lab, JWT Australia and NZ
- Partner, Business Planning, Mindshare Australia
- Temporary Adviser to the World Health Organisation's Global Childhood Accident Prevention Program
- Australian Representative in the European Coordination Centre for Research and Documentation in Social Sciences international comparative research project on the 'Conditions and Consequences of the Introduction of New Technologies at Work', participation in research conferences (Germany, Italy)
- Member of the Multifunction Polis (the MFP is a Japanese - Australian joint venture) Consulting Group
- Lead consultant for the MFP Telemedicine project
- Member of the MFP Education Working Group and the MFP Tourism and Leisure Consulting Consortium
- Member of the South Australian Government Information Utility Task Force
- Chairman of the S.A. Government Standing Committee on Public Sector Intellectual Property
- Member of the Training and Development Committee, Public Service Board of S.A. and Training and Development Reference Group for the S.A. Public Service
- Member of the Board of Management, SATECH (Technical and Further Education network's commercialisation organisation)
- Member of the Interdisciplinary International Advisory Board, Hernstein Management Centre, Vienna
- Recipient of the Tyrolean State Government's Tourism Medal for special contributions to the area of tourism.
- Hon. Austrian Consul for South Australia and the Northern Territory
- Board of Management, Health Development Foundation
- President, Market Research Society of Australia, S.A. Division
- Member of the Education Committee, Anti-Cancer Foundation
- Board of Management, Royal Society for the Blind and Phoenix Society

Publications (selection only)

- *Experimentelle Marktforschung*, Duncker & Humbolt 1977
- *Australian Marketing Readings* (Co-editor), Ball State Univ., U.S.A. 1979
- Series of booklets on *Planning and Evaluation*, Department of Social Services, Canberra 1987
- *Competing through Product Innovation* (Editor), NIES, DITAC, Canberra, 1987
- *Strategic Marketing for Professional Services*, 1988
- Lead author of '*Strategic Design*', AusIndustry, DITAC, Canberra, 1992;
- Co-author of *Export Market Planning*, AusIndustry, DITAC, Canberra 1989, second edition 1992;
- *Marketing Strategies for Arts Organisations*, Australia Council, 1997; second edition 1998
- *The Art of Strategic Planning*, Federal Department for Communications and the Arts, 1997
- *The Sponsorship Files*, Australia Foundation for Culture and the Humanities, 1997
- *Corporate Image and Identity Strategies. Designing the Corporate Future* (with Garry Emery), Business and Professional Publishing 1997
- Hill & Knowlton Corporate Reports: '*Corporate Reputation. Your Most Valuable Asset*' and '*Strategic Philanthropy and Sponsorship. A Strategic Approach*', both 1998; the latter won the Global Atticus Award for the most significant contribution to Public Relations practice in 1999
- *The Big Picture – Deutsches Ideenmanagement gibt den Weg vor*, in *Ideenmanagement*, 1/2003
- Co-author of *Waking the Giant. Revitalizing Mature Brands* (with Kim Boehm), Provocor Publishing, 2005
- Brand Strategy Roundtable Conceptual Toolkit: *Brand Archetype System*, 2004, second edition 2005
- *The Advertising Renaissance*, Brand Strategy Roundtable Journal, Issue 1, Nov 2005
- Co-author *Globalization and the Reversal of Evolution: The Troglydyte returns?* (with Amy Smith), *ibid.*

- *Mythbuster: Advertising is a Major Cause of Obesity*, *ibid.*
- *Ten Breakthrough Concepts that will re-shape Marketing*, in Brand Strategy Roundtable Journal, Issue 2, Feb 2006
- *Magic*, JWT Australasia Journal, Editor
- *Brand Evolution*, with Graham Alvarez and Elise de Groot, in *Magic*, Issue 1, February 2007; this article won second place (Certificate of Merit) in the Strategy Category in WPP Group's global Atticus Awards competition
- *Time Conquers All*, *ibid.*
- *Survive, Exploit, Disrupt: Action Guidelines for Marketing in a Recession*, Wiley & Sons, 2009
- *Survive, Exploit, Disrupt*, in *AdNews*, March 2009
- *Recession Survival Guide*, in *InTheBlack*, April 2009
- *Strategic Savvy: how some companies are adopting the methods necessary to ride out the recession and position for the future*, in *InTheBlack*, June 2009
- *Waking the Giant: Revitalising the Mature Brand*, Wiley & Sons, 2009
- *Finding Opportunities in a Recession*, in *Today's Manager*, Singapore, June/July 2009
- *The importance of Natural Advantage*, in *Wealth*, Singapore, August 2009
- *The Mature Brand: to revitalize or milk – that's the question*, in *Markeds Horisont*, Danmark, September 2009
- *The Book of Change*, CreateSpace, 2011
- *Brand Vision Archetypes*, CreateSpace, 2012
- *Neurobranding*, forthcoming, July 2012

Seminars, Workshops and Conferences (selection only)

Australia

- Accounting Association of Australia and New Zealand
- A.C.O.S.S. Social Responsibility Seminars
- A.C.R.O.D. National Conference on Sheltered Workshops
- Advertising Federation of Australia, Vision Archetype Workshop
- AFA (Advertising Federation of Australia)
- ANZAAS congress symposium (convener)
- AusIndustry, Federal Department of Industry and Trade: Train the Trainer Workshops - Strategic Design; Export Market Planning
- Australian Advertising Institute
- Australian Institute of Management
- Australian Marketing Institute
- Australian National Railways Seminar
- Australian Society of Operations Research
- Canberra Arts Marketing, Board Workshop
- Deakin University, MBA program: author and presenter of Strategic Planning modules
- Department of Personnel and Industrial Relations: Marketing Public Services module
- Enterprise Workshop
- Glaxo Pharmaceuticals: Marketing Strategy and Product Innovation
- Health Development Foundation Seminar
- IFACCA (International Federation of Arts Councils and Cultural Agencies) Mini Summit, Adelaide
- Industrial Design Council & Technology Transfer Council: New Product Development
- Japan Exporters Programme (presenter)
- Libraries Association
- Market Research Society
- National Teaching Company Scheme National Conference
- Postgraduate Medical Association Conference
- Public Service Corporate Planning Group

- Regional Arts Australia, Strategy Workshop
- Royal Australian Institute of Public Administration
- S.A. Public Service: Marketing Public Services; Marketing Research; Advertising and Promotion; Marketing Health Services
- University of Adelaide, Executive Program: Strategic Planning module
- Executive Briefings, Trinity P3, Sydney and Melbourne
- Opening Address, Marketing Week, Adelaide

Overseas

- Austrian Export Club
- Austrian Federal Public Service Academy: Marketing Public Services
- Austrian Management Club
- Continental (Tyre and Rubber), workshop on Product Portfolio Planning, Germany
- Hernstein Management Centre, Vienna: Strategic Marketing; Advertising Strategies; Marketing Strategies in Stagnating Markets, Austria
- Hotel Sales Management Association of Indonesia
- Idea Management Conference, Germany
- Philips Marketing Program, Austria
- Singapore Marketing Institute
- Mindshare Asia Pacific Management Conference, Singapore
- Mindshare EMEA (Europe, Middle East and Africa) Management Conference, London
- IAA Conference Istanbul, keynote speaker, Turkey
- Singapore Institute of Management CEO briefing on Recession Strategies
- Client Workshop, Mindshare Frankfurt, Germany
- Workshop sessions, AME Conference, Hong Kong
- Keynote Speaker, CEO Leadership Seminar at the 4th World Summit on Arts and Culture, Johannesburg, South Africa
- Invited guest speaker, Aegis Media Global Management Conference 2012, Shanghai