



Dr Peter Steidl (MBA, Ph.D.)

Professional & management experience in brief

- Lived and worked in Australia, Austria, Germany, and the United Kingdom
- Consulting assignments carried out in more than 20 countries on five continents
- Clients include Global Fortune 100 companies as well as start-up firms
- Founder & Principal, Neurothinking Pty Ltd (Australia)
- Co-Founder & Executive Director, Stenorohm (Switzerland)
- Director, RTT Holdings, an esports company (New Zealand)
- Chairman, Aegis Media Asia-Pacific Neuromarketing Council (11 Asia Pacific Countries)
- Partner, Business Planning, Mindshare (introduced neuromarketing to Mindshare agencies in UK, Germany, Turkey, South Africa, China, Singapore, and Australia)
- Head of Strategy Lab, JWT Australia & NZ, responsible for 19 Strategy Planners in Australia & New Zealand
- Academic positions (Wirtschaftsuniversität Wien, University of Adelaide, Curtin University)
- Served on professional and company boards
- Authored/co-authored 12 books and numerous articles and contributions to books
- Delivered papers at international conferences

































Academic Degrees & Positions

- MBA, Wirtschaftsuniversität Wien
- Ph.D., Universität Wien
- Hochschulassistent, Wirtschaftsuniversität Wien
- Senior Lecturer in Commerce, Graduate School of Management, University of Adelaide
- Visiting Adjunct Professor, Department of Computing, Curtin University
- Guest Lecturer, Deakin University (MBA Program) and RMIT (Graduate Program in Industrial Design)
- Member of the Board, Institute for Multisensory Processing and Content Analysis, Curtin University
- Member of the Graduate School of Management Advisory Board, University of Adelaide
- Member of the Interdisciplinary International Advisory Board, Hernstein Management Centre, Vienna

Other Positions

- Temporary Advisor, World Health Organization's Global Childhood Accident Prevention Program
- Hon. Austrian Consul for South Australia & the Northern Territory
- Australian Representative in the European Coordination Centre for Research & Documentation in Social Sciences
- Member of the Board of Management, DeQuincey Dance Company, Sydney
- Board of Management, Health Development Foundation
- Member of the Education Committee, Anti-Cancer Foundation
- Board of Management, Royal Society for the Blind & Phoenix Society
- President, Market Research Society, SA Division
- Member, Training & Development Committee, Public Service Board of SA
- Member of the South Australian Government Information Utility Taskforce
- Member, Training & Development Reference Group for the SA Public Service
- Member of the Board of Management, SATECH
- Member of the Multifunction Polis (MFP) Consulting Group

Clients (selection only)

Books & contributions to books

- *Time to Give a F*ck! The technological revolution and you*, CreateSpace 2019
- *Exploring ways of extracting insights from big data*, pp. 194 – 221, in Paul M. W. Hackett, *Quantitative Research Methods in Consumer Psychology*, Routledge 2019
- *Neuroscience Research Approaches: Developing an Ethnography of Non-Conscious Consumer Behavior* (with Stephen J. Genco), pp. 262-276, in Paul M. W. Hackett, *Qualitative Research Methods in Consumer Psychology, Ethnography and Culture*, Routledge 2016
- *Neurobranding. Future-proof Brand Strategy (third edition)*, NMSBA 2018
- *The Market Research Revolution: A marketer's guide to emerging new methods*, contributor, NMSBA 2017
- *The Book of Change: Make the changes you want and make them stick*, 2017
- *Smarter, Wiser, Calmer, Focused: Your brain's natural advantage*, CreateSpace 2016
- *Shopper Marketing. Neuromarketing Strategies to Win the Battle at the Shelf*, with Carl MacInnes (Fonterra), NMSBA 2016
- *Brand Vision Archetypes. Creating Brands With Meaning*, with Kim Boehm (Clemenger BBDO), NMSBA 2016
- *Neuromarketing Essentials. What Every Marketer Needs to Know*, NMSBA 2016
- *The Zombie Consumer. How marketers decide what you buy*, CreateSpace 2016
- *Neurobranding. Winning the Strategy War* (third edition), NMSBA, May 2018 (the first edition was shortlisted by the European marketing journal Expert Marketer for the Marketing Book of the Year Award 2013)
- *Neuromarketing for Dummies*, with Steve Genco, Chief Innovation Officer, Neurofocus, and Andrew Pohlmann, Vice President, Morse Innovation, Wiley & Sons 2013
- *Find Your Happy Weight Without A Diet: The Neuroscience of Weight Loss*, CreateSpace 2012
- *Waking the Giant: Revitalising the Mature Brand*, Wiley & Sons, 2009
- *Survive, Exploit, Disrupt: Action Guidelines for Marketing in a Recession*, Wiley & Sons, 2009
- *Magic*, JWT Australasia Journal, Editor, 2007
- *Brand Strategy Roundtable*, Editor, 2006
- *Marketing Strategies for Arts Organisations*, Australia Council, 1997; second edition 1998
- *Corporate Image and Identity Strategies. Designing the Corporate Future*, with Garry Emery, Business and Professional Publishing 1997
- *The Sponsorship Files*, Australia Foundation for Culture and the Humanities, 1997
- *The Art of Strategic Planning*, Federal Department for Communications and the Arts, 1997
- Co-author of *Export Market Planning*, AusIndustry, DITAC, Canberra 1989, second edition 1992
- Lead author of 'Strategic Design', AusIndustry, DITAC, Canberra, 1992
- *Strategic Marketing for Professional Services*, 1988
- *Competing through Product Innovation* (Editor), NIES, DITAC, Canberra, 1987
- *Australian Marketing Readings* (Co-editor), Ball State Univ., U.S.A. 1979
- *Experimentelle Marktforschung*, Duncker & Humboldt 1977

Dr Steidl has also authored or co-authored numerous articles in professional journals.

Awards

- 'Strategic Philanthropy and Sponsorship. A Strategic Approach', Hill & Knowlton Corporate Report, winner of the WPP Global Atticus Award for the most significant contribution to Public Relations practice
- 'Brand Evolution', with Graham Alvarez and Elise de Groot, Certificate of Merit in the Strategy Category in WPP Group's global Atticus Awards competition
- *Mindshare Purple Heads Award* for the Best Original Business Planning Solution
- Recipient of the Tyrolean State Government's *Tourism Medal* for special contributions to the area of tourism.

International Seminars, Workshops and Conferences (selection only)

- Shopper Brain Conference, Amsterdam, Keynote Address, Netherlands
- Neuromarketing Masterclasses, Management School Fribourg, Switzerland
- Neuromarketing World Forum, Neuromarketing Science and Business Association, Dubai
- Neuromarketing Masterclass, Auckland, New Zealand
- Invited guest speaker, Aegis Media Global Management Conference, Shanghai, China
- Keynote Speaker, CEO Leadership Seminar at the 4th World Summit on Arts and Culture, Johannesburg, South Africa
- AME Conference, Workshop sessions, Hong Kong
- Keynote speaker, IAA Conference Istanbul, Turkey
- Singapore Institute of Management CEO briefing on Recession Strategies, Singapore
- Mindshare EMEA (Europe, Middle East, and Africa) Management Conference, UK
- Mindshare Asia Pacific Management Conference, Singapore
- Singapore Marketing Institute, Singapore
- Idea Management Conference, Germany
- Keynote speaker, Hotel Sales Management Association of Indonesia
- Hernstein Management Centre, Vienna: Strategic Marketing; Advertising Strategies; Marketing Strategies in Stagnating Markets, Austria
- Austrian Management Club & Austrian Export Club, Austria
- Austrian Federal Public Service Academy: Marketing Public Services, Austria
- Suntory Workshop, Netherlands
- Fonterra Workshop, Sri Lanka
- Philips Marketing Program, Austria
- Glaxo Pharmaceuticals Workshop, Australia
- Continental (Tyre and Rubber) workshop, Germany
- Mindshare Frankfurt Workshop, Germany
- Australian National Railways Seminar, Australia
- Canberra Arts Marketing, Board Workshop, Australia
- ANZAAS congress symposium (convener), Australia
- Guest lecturer at the AFA (Advertising Federation of Australia) Strategy & Planning Course
- University of Adelaide, Executive Program: Strategic Planning module

Development projects

- Chairman, Aegis Media Asia-Pacific Neuromarketing Council; Introducing Neuromarketing Concepts to 11 Advertising & Media Agencies in Asia-Pacific,
- Implicit Market Segmentation Project, Dentsu Aegis Network
- Social Media + Neuroscience Project, RadiumOne
- Brand Tribes, RadiumOne
- Advancing Response Time Testing methodology and expanding its application, Stenorohm/Neurohm
- Development of an esports cognitive abilities assessment centre, Fonterra
- Development of a video gaming addiction assessment smartphone app, RTT Holdings