



## **Dr Peter Steidl (M.B.A., Ph.D., University of Vienna)**

Principal, Neurothinking Pty Ltd

Website: [www.neurothinking.com](http://www.neurothinking.com)

Amazon: <https://www.amazon.com/author/petersteidl>

M: +61 (0)400 053 184;

E: [peter@neurothinking.com](mailto:peter@neurothinking.com)

### **International Experience**

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

### **Development projects**

- Chairman, Aegis Media Asia-Pacific Neuromarketing Council, 2011-2014
- Implicit Market Segmentation Project, Dentsu Aegis Network, 2014-2015
- Social Media + Neuroscience Project, RadiumOne, 2015 -

## Clients (selection only)

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

## 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, Mindshare
- 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)
- Partner, Business Planning, Mindshare Australia
- 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

### Recent publications (selection only)

- *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
- *Smarter, Wiser, Calmer, Focused: Your brain's natural advantage*, CreateSpace 2016
- *Neurobranding. Winning the Strategy War* (third edition), NMSBA, forthcoming 2017. 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

### 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
- ANZAAS congress symposium (convener)
- AusIndustry, Federal Department of Industry and Trade
- Australian Advertising Institute
- Australian Institute of Management
- Australian Marketing Institute
- Australian National Railways
- Australian Society of Operations
- 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

- Health Development Foundation
- IFACCA (International Federation of Arts Councils and Cultural Agencies)
- Industrial Design Council & Technology Transfer Council
- 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
- Royal Australian Institute of Public Administration
- S.A. Public Service
- University of Adelaide, Executive Program: Strategic Planning module
- Australia and New Zealand Neuromarketing Masterclass Series
- Marketing Government Services Conference

#### ***Overseas***

- Austrian Export Club
- Austrian Federal Public Service Academy: Marketing Public Services
- Austrian Management Club
- Continental (Tyre and Rubber), 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 4<sup>th</sup> World Summit on Arts and Culture, Johannesburg, South Africa

- Guest speaker, Aegis Media Global Management Conference, Shanghai, China
- Neuromarketing Masterclass, Auckland, New Zealand
- Neuromarketing World Forum, Neuromarketing Science and Business Association, Dubai, April 2016