

Short CV

KR DI Dr. Gerhard Hrebicek, MBA President European Brand Institute

KR DI Dr. Gerhard Hrebicek, MBA studied Mechanical Engineering and Business Administration at the Vienna University of Technology, graduated with an MBA in Marketing and Finance from the University of Toronto and a Ph.D. rer.soc.oec. with the topic "Value-based management with special consideration of intangible assets, in particular of the brand", at the University of Graz.

He is the founder and president of the European Brand Institute with more than 20 years experience as expert in brand and patent valuation. As a globally recognized independent brand valuation expert, he works with his partners in brand and patent valuation, brand- and IP-oriented corporate structuring, brands and IP reporting, investments in brands and brand certifications.

Since 2004, he has chaired the Committee for Brand and Patent Valuation at Austrian Standards International, has been the head of the development of the world's first published brand valuation standard, the ONR 16800 and the ON A 6800 for brand valuation and ON A 6801 for patent evaluation, since 2007 he has been the Austrian Delegate to Committee ISO 10668, chairman of the Austrian Delegation to the ISO Committee TC 289 Brand Evaluation since 2013, and since 2014 Chairman of the ISO Development Committee for the ISO 20671 Brand Evaluation. Since 2018 he is member of the presidency council of Austrian Standards International.

In addition, he is the scientific director and publisher of the Austrian Brand Value Study and the GLOBAL TOP 100 Brand Corporations international brand ranking, acts as publicly appointed and sworn expert to Austrian courts for brand valuation, Chairman of the Brand Global Council, President of the Sports for Life! Foundation and was acknowledged as "Kommerzialrat" in 2012.



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