

# KR DI Dr. Gerhard Hrebicek, MBA

President European Brand Institute



- studied **Mechanical Engineering** and **Business Administration** at Technical University Vienna
- graduated as MBA with **specialisation in Marketing und Finance** at University of Toronto
- obtained his Ph.D. on „**value-based management with special emphasis on intangible assets in particular brands**“ at the University of Graz
  
- Founder and President of the **European Brand Institute**
- President **BRAND GLOBAL SUMMIT**, Chairman **BRAND GLOBAL COUNCIL**
- Chairman of the Austrian Committee for Brand- und Patent Valuations
- Developed the standards ONR 16800, ÖNORM 6800 und ÖNORM 6801
- Chairman of the **ISO Development Committee on ISO 20671: Brand Evaluation**
- Member of the Board of **Austrian Standards Institute**
- Chairman **EBI BRANDINVEST**
  
- Development of **Certified Brand** – first international quality seal based on **ISO 20671**
- Founder **Brand Academy**
  
- **Publicly appointed and sworn expert** to Austrian courts for brand valuation
- Brand expert for regions, cities and Countries (e.g. China Council for Brand Development, City of Vienna etc.)
- Partner of the **World Business Angel Investors**
  
- European Brand Institute & UNIDO **Partnership**
- Joint cooperation program with UNIDO “**Branding for Competitiveness and Sustainable Growth – B4C**”



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