



CHRISTINE FRIEDREICH

ENTREPRENEUR
SPEAKER
PASSIONATE HOST

"The best part of my job is happy and satisfied guests and customers. As a hospitality, guest and employee experience expert, I am the connecting link between organizations as hosts and their employees and customers as guests."

EMPATHIC - EXCELLENT
CURIOS - INNOVATIVE
HOLISTIC - ECONOMICAL

LANGUAGES

German: native
English: excellent knowledge
Spanish: very good knowledge
French: good knowledge

READY TO TALK

Friedreich Hospitality
Mag. (FH) Christine Friedreich
christine@friedreich.at
+43 664 522 1330
Wasagasse 11/3, 1090 Vienna, Austria

ENTREPRENEUR

Friedreich Hospitality

www.friedreich.at

- 2012 Founding Friedreich Gastgeberberatung e.U.
- Experts for individual employee and guest experience strategies and hospitality concepts, trainings and workshops
- Selected projects
 - Hospitality and service trainings Mercedes-Benz
 - Guest Experience Ottakringer Brauerei
 - Hospitality and service trainings SES
 - Guest Experience 40 years ÖAMTC Flugrettung
 - Employee Experience MEIKO Clean Solutions
 - Guest Experience presidium areas Austrian Federal Economic Chamber
 - Preview Experience and Recruiting Event Rosewood
 - Culinary and service consulting Hotel Henriette
 - Conception Gastro Circle RX Global, Alles für den Gast trade fair, 2020-2022
 - Hospitality, sponsoring and on-site Management art fair viennacontemporary, 2010-2020
 - Hospitality consulting at Wolf Theiss Attorneys at Law
 - VIP hospitality experience FIFA Football World Cup Qatar
 - Service design and hospitality luxury wedding Mumbai
 - VIP/VVIP management FIFA Football World Cup Russia

Josepha

www.wirsindjosepha.at

- 2021 Founding Friedreich Schmid Kulinarik OG
- Gastronomy business in Salzburg, wine bar and Buschenschank/Heurigen, 2021-2022
- Currently development and expansion in Germany

Kelsen im Parlament

www.kelsen.at

- 2022 Founding Kelsen Kulinarik GmbH
- Initiator, investor and shareholder, March 2021-October 2023

SPEAKER AND LECTURER

- Speaker since 2017
 - Convention Partner Vorarlberg
 - Forum Protocol Moscow
 - Netzwerktag Schwaben
 - HTMI research conference
 - XING Events Digital Stage
 - 196+ forum Vienna
 - Gastro Circle
 - ÖWM Marketingtag
 - Gelbe Elefanten Vienna
 - Waldviertler Kulinarik Gespräche
 - FAFGA Future Feast
 - TEDxSalzburg
- Lecturer since 2012
 - IMC Fachhochschule Krems
 - WU Executive Academy Wien
 - Azerbaijan Tourism and Management University
 - Sanya University Tourism College
 - Tashkent State University of Economics



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CAREER PATH

- 2009-2011 A1 Telekom Austria AG, Product Manager
- 2008-2009 Kraft Foods Europe Vienna, Project Manager; International sponsorship and event marketing Milka
- 2008 UEFA EM, Social Program Coordinator
- 2003-2007 FH Kufstein, Business Studies with a Focus on sports, culture and event management
- 1997-2002 Higher Educational Institution for tourism HLF Krems

EDUCATION

- Zukunft.Frauen21 - program for female executives
- B2 Business Vantage Course (The Cambridge Institute)
- Mind Management and Continuum based leadership (Manfred Winterheller)
- Training as Austrian Sommelière (WIFI)
- Company Founders program (PPC Training)
- Training as a ski instructor candidate (USI Wien)
- Telecommunications Management Program (Executive Academy WU Wien)
- A1 Top Talents Academy (Mensch in Bewegung)
- BSO-Sportmanager-Master (BSO)
- Barkeeper basic training (Ö. Barkeeper Schule)
- Certified tourism businesswoman (HLF Krems)

NETWORK | VOLUNTEERING

- Member of the following networks
 - Zukunft.Frauen Alumnae Club
 - Junge Wirtschaft Wien and Salzburg
 - Wir Niederösterreicher in Wien
 - Frau in der Wirtschaft Wien
 - T-Salon, Founding member
 - ESB Marketing Netzwerk DACH Region
- Event FACETTENREICH and FACETTENREICH/spricht - the meeting point for hospitality and guest experience
 - www.facettenreich-hospitality.com
- Chairwoman and founding member of the Alumni association of the Tourism School HLF Krems

PERSONAL INTERESTS

- Passion for design and architecture
- Traveling to get to know other cultures
- Passionate cook and sommelière
- Enthusiasm for arts and crafts
- Sport for work life balance, preferably in nature and in the mountains: hiking, ski tours, skiing, mountain biking, cycling, yoga