



EXECUTIVE
ACADEMY

EXECUTIVE ENERGY EXPERT

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EXECUTIVE ENERGY EXPERT

5 DAYS EDUCATIONAL PROGRAM

CERTIFIED BY WU

TAILOR MADE FOR ENERGY EXECUTIVES

20-24 OCTOBER 2014

BUCHAREST

PROGRAM DESCRIPTION

The exclusive educational program will help managers to better understand energy related matters that are not typically studied in traditional management classes.

The 5-day program will include specific training within local premises. The main aspects taken into account are Current Trends & Changes in the Energy Sector, Energy Economics, Negotiation and Energy Regulation with Focus on recent EU Directives.

The current program follows closely the quality of the WU MBA Energy Management program. Also, the attendants will be carefully selected considering their English proficiency, professional experience in the energy sector and academic background.

The qualifications obtained by following the program will be certified by a special certificate, issued locally and endorsed by WU. The WU Executive Academy will ensure content for the printed and electronic materials.

TARGET GROUP

Mid to top experienced managers in the energy sector.

SESSION 1 DAY 1



**PROF. DR.
JONAS F. PUCK**

**Professor of
International
Business, Vienna
University of
Economics and
Business**

EXPERTISE

- Globalization
- International Strategy
- Management in Emergent Markets

CURRENT TRENDS & CHANGES IN THE ENERGY SECTOR

20 October 2014

- A historical perspective on energy supply and demand on global scale
- Future supply across energy sources
- Future demand across energy sources
- Implications for energy companies

Professional background (extract)

Current positions

- Academic Director of the Professional MBA Energy Management, WU Executive Academy
- Head of Institute for International Business, Vienna University of Economics and Business

Previous positions

- Head of Department of Global Business, Vienna University of Economics and Business
- Head of Strategy and Markets Group, Institute for International Business
- Lecturer, Department for International Management, University of Erlangen-Nuremberg
- Assistant Business Manager, kong design GmbH, Berlin

SESSION 2 DAY 1-3



**DR. MARTIN
SCHWARZBICHLER**

**Head of Finance &
Projects, OMV Gas &
Power, Austria**

EXPERTISE

- Energy Economics
- Managerial Economics
- Finance

ENERGY ECONOMICS

20 - 22 October 2014

- "Big picture" of energy economics and its place within the energy industry developments
- Energy value chain: upstream (exploration & production), midstream (transportation, storage) & downstream (supply, trading, distribution)
- Commercial & contractual situations along the entire value chain (e.g. evaluation of flexibility, evaluation of contractual mechanism in energy industry)
- Market entry & exit strategies (e.g. measurement of exposure, setting-up & monitoring of an asset portfolio, measurement of risk & return)
- Energy project business cases along the entire value chain (e.g. analysis & evaluation of investment projects, investment decision analysis, make-or-buy-decisions)

Professional background (extract)

Current positions

- Head of Finance & Projects, Gas & Power division at OMV
- Lecturer in the Professional MBA Program (Managerial Economics), WU Executive Academy

Previous positions

- Head of Project Portfolio Management
- Head of Strategic Controlling, Business Analysis and Development
- Deputy Head & Team Lead of Commercial Group of International Pipeline Projects
- In OMV-Group in various commercial and finance positions (with focus on natural gas)

SESSION 3 DAY 4



DANIEL DONAHEY

**Business Trainer
& Coach**

NEGOTIATION

23 October 2014

- Know-how and tools for planning and conducting sales negotiations (e.g. win-win negotiation)
- Negotiation strategies, tactics and techniques
- Managing resistance and answering tough objections
- Planning, offering and asking for important concessions
- Culture difference – How to recognize and include them into planning, messaging and closing

EXPERTISE

- Sales and Management
- Negotiation
- Communication

Professional background (extract)

Current positions

- Sales and Management Trainer, Milemark, Nuremberg
- Lecturer in the Professional MBA (Negotiation), WU Executive Academy

Previous position

- Lead Trainer, American Business Services, Munich

Recognition

- Daniel Donahey was awarded the "Teaching Award for Excellency" after being selected external Professor of the Class in 2011/12 in the Professional MBA Marketing and Sales

SESSION 4 DAY 5



**PROF. DR. GERT
BRUNEKREEFT**

**Professor of Economics,
Jacobs University
Bremen; Director, Energy
Institute Bremen**

EXPERTISE

- Energy Economics
- Regulation of Network Industries
- Competition Policy

ENERGY REGULATION WITH FOCUS ON RECENT EU DIRECTIVES

24 October 2014

Economic policy-oriented viewpoint on infrastructure investment:

- Transmission network and interconnectors (gas and electricity)
 - Hurdles for effective investment
 - Policies to promote infrastructure investment
- Smart grids
 - Investment & innovation policies (Network, Smart Meters, ICT)
 - Smart grids and the market: roles & responsibilities

Professional background (extract)

Current positions

- Professor of Economics, Jacobs University Bremen
- Director, Energy Institute Bremen

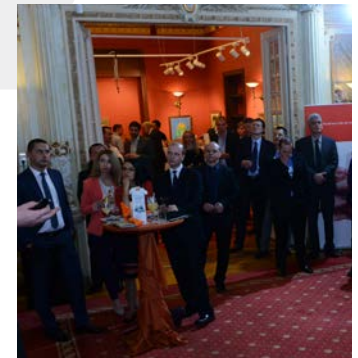
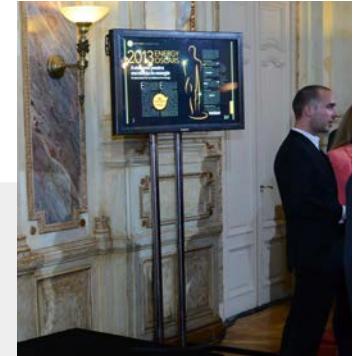
Previous positions

- Senior Economist (Regulation Management), Energie Baden-Württemberg AG, Karlsruhe (Germany)
- Research Officer / Assistant Professor, Tilburg Law and Economics Center (TILEC), University of Tilburg (Netherlands)
- Research Officer, Department of Applied Economics, University of Cambridge (UK), Researcher at the Cambridge - MIT - Institute (CMI)

PRICE



Artmark
Investments of passion



BENEFITS

After attending this course, the participants will grasp a wider perspective on their current activity and will be able to immediately generate real value for their companies

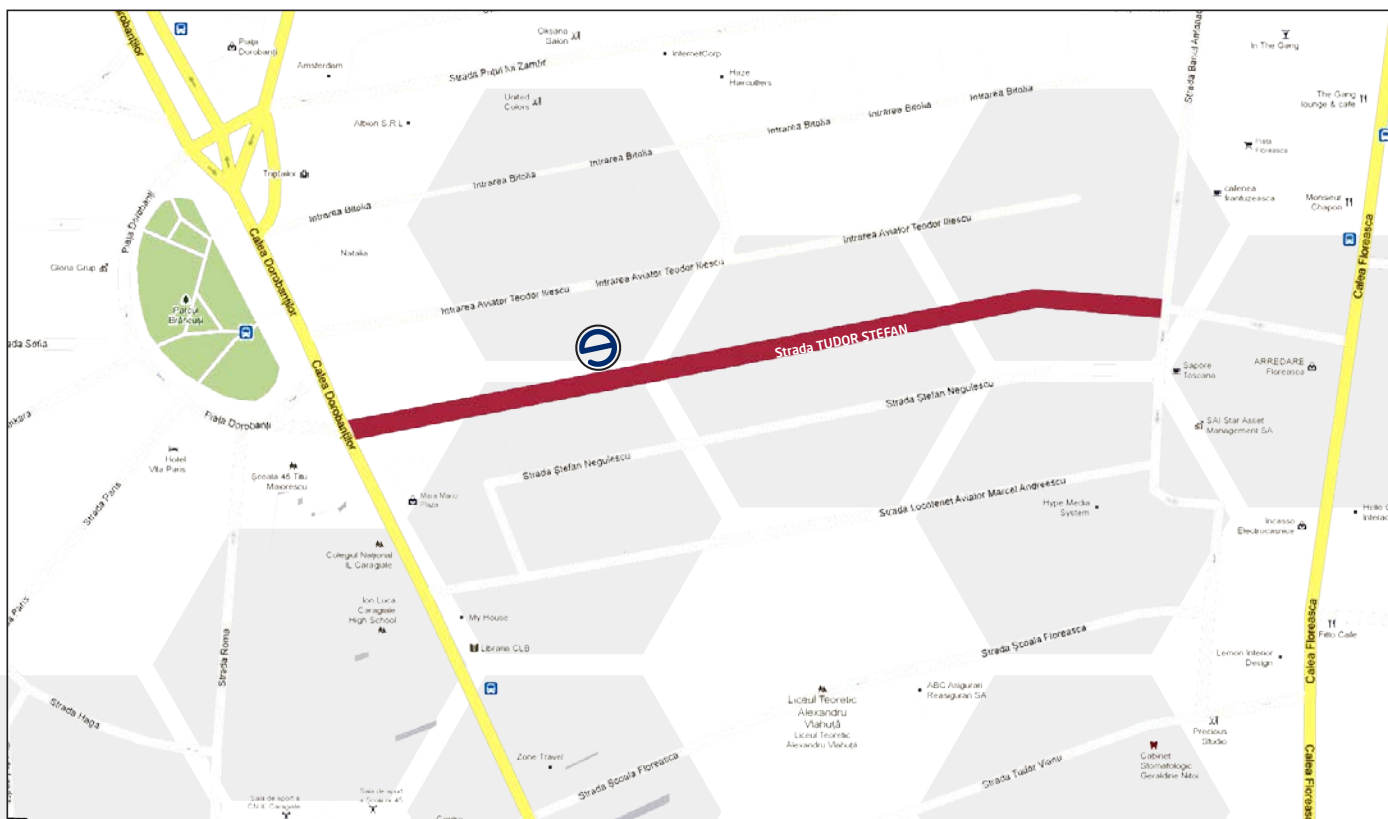
- study and extend your network
- prestigious lecturers
- WU issued participation certificate
- printed & electronic materials

4,200 EUR BUCHAREST
20-24 OCTOBER 2014

5% DISCOUNT for enrolling before July 25

SPECIAL DISCOUNT for the Energy MBA of the
WU Executive Academy

CONTACT



Office +4 021 230 20 22
Address 13 Tudor Stefan St, 4th floor,
1st District, Bucharest, 011655
Email office@wing-media.com

www.energynomics.ro
www.wing-media.com



Mrs. Varinia Radu
Founding Partner

mobile +4 0722 551 216
office +4 021 230 08 81
email vradu@rvrenergy.ro

Mr. Sergiu Spătaru
Managing Partner

mobile +4 0744 888 882
office +4 021 230 20 22
email sergiu@wing-media.com

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www.executiveacademy.at