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M.A. Max Harnoncourt was born on 14 May, 1971 in Graz. He studied "Business Administration" at the University of Economics and Business Administration in Vienna, where he specialized in "Information Management and Informatics". He finished his studies in 1995. Afterwards, he continued to work for the news agency "Reuters". In 1997 he started to build an agency for sustainable development ("proCourage").

A project concerning the creation of a web-based information and discussion platform for renewable energy gave rise to the idea of developing a standard solution for web-based knowledge communities. Subsequently, factline Webservices GmbH was founded.

As CEO of factline, Max Harnoncourt is responsible for the business area "distributed project communication".