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## SPEAKER

PREPARING FOR ECONTENTPLUS IV
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arge creativwirtschaft / winnovation consulting gmbh

Gertraud Leimüller is the president of arge creativwirtschaft, a nationwide platform for the Austrian creative industry, since December 2006. She is founder and managing director of winnovation consulting gmbh in Vienna, a private business with the main goal to improve the general framework for innovation and entrepreneurship in European societies and economies.
Ms. Leimüller holds a Master Degree from Harvard University, USA, in Public Administration and studied also at MIT (Massachusetts Institute of Technology). She holds a Doctoral Degree in Science from the University of Vienna, Austria, where she lectures since 1999.
Prior to that, Ms Leimüller has been the economic editor of Salzburger Nachrichten, a nationwide and highly respected newspaper in Austria for 12 years, where she covered economic and technology policy as well as issues about equality in the labour market. During her journalistic career she got several awards for her work. Articles have also appeared in "Die Zeit", Germany

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