

Christian Votava is an expert in the areas of Strategy, value-added marketing, innovation and organisational efficiency and is developing new marketing and market research methodologies for saturated markets. He holds a doctorate in chemistry and an MBA, and was active for more than 10 years in leading marketing and operating positions in Europe and the USA. He was a consultant at companies like A.T. Kearney and Logika AG. Today he is a Partner at REALISE, where he empowers financial and consumer good companies to operate safely and successfully in rapidly changing and highly competitive markets. In addition to project work, he assists business manager and boards with their strategic and tactical decisions.