

Dr. Christian Votava

is an expert in strategy, value-added marketing and organisational efficiency and is developing new marketing and market research methodologies for saturated markets.

He holds a doctorate in chemistry and an MBA. He was active for more than 10 years in leading marketing & sales positions in Europe and USA. He was a consultant at companies like A.T. Kearney or Logika AG. Today he is a Partner at REALISE, where he empowers financial and consumer goods companies to operate safely and successfully in highly competitive markets. In addition to project work, he assists business managers and boards in their strategic and tactical decisions.

“One can only be able to locate the key to appropriate, sustainable actions in the interplay of three systems (the social system, the personal system and the environmental system) which – together - have the capability of rescuing humanity from a nearly pre-ordained extinction.”