

proud to be  
**alumni**

**WU**  
ALUMNI

**PROUD TO BE  
WU  
ALUMNI**

**Join us on the next level ▶▶**

**WHAT'S NEW**  
Fresh energy and  
exciting offers

**SUPPORT US**  
The WU wants you

**BECOME ACTIVE**  
WU Alumni –  
your network for life

# Don't just sit there – get involved!



“WU Alumni NEW” has now been launched. In an interview, Marion Haumer, Head of Corporate Relations & Alumni Services, explains the new structure, which was preceded by a member questionnaire as well as a survey of international research and benchmarks. Rector Edeltraud Hanappi-Egger, originally a computer scientist, has proven herself to be a passionate member of the WU family, with great visions for all 55,000 WU alumni.

**The motto of the relaunch is “Proud to be WU Alumni”. What are you proud of at WU?**

**Edeltraud Hanappi-Egger (HE)** I am proud of the WU and its pioneering spirit! Of this powerful institution with its tremendous energy. We dare to take risks, to try out new things. And if something goes wrong, we learn from it. And because we tackle things with a can-do spirit, they become feasible.

**Apropos new things: What's new about WU Alumni NEW?**

**HE** Our vision for WU Alumni is: Not only to nurture this great network, but to draw strength from its increased size, to be energized by the quality of the people.

**Specifically, which innovations will the Alumni Community feel?**

**Marion Haumer** Alumni will get fresh stimulation. We will encourage them to start their own initiatives. Alumni will feel empowered. All alumni around the world and of all ages will be encouraged to participate through a range of networking opportunities. This applies to our Hubs and Chapters as well as lectures, event ideas and much more. Alumni will enjoy easier access to information on the latest research and university news as well as exciting events. And, of course, our team at the WU Alumni Office is always on hand to provide support for all activities.

►► “We dare to take risks, to try out new things. And if something goes wrong, we learn from it.”

**A Club becomes a Community. Why?**

**MH** The WU founded Austria's first Alumni Club back in 1995 after recognizing early on the vital role of alumni. We are now in the year 2019 and, more than ever, the WU understands the importance of nurturing its

alumni. An outsourced alumni club is not a suitable format for today's world. And now that Austrian universities are full legal entities under public law, this is no longer necessary.

**You have dropped the membership fee for the new Alumni Community...**

**HE** ...flexible donations “from zero to infinity” suit the new WU Alumni self-image better than a fixed fee.

**The WU is the first Austrian university to switch to a funding model familiar from Anglo-American institutions. Is Austria ready for it?**

**HE** Well, Austria may not be ready, but our WU alumni certainly are! Welcoming new ideas and ways of thinking, a cosmopolitan spirit, seizing opportunities – these are the traits which WU graduates have made their own. I am extremely confident that our notion of a global, innovative and dynamic network will appeal to our alumni.

**What does WU actually need its graduates' money for? The last budget negotiations were highly successful...**

**HE** ...after the previous programme of cuts...and before the next? Donations from alumni and cooperation partners can offer a publicly-funded university a degree of political independence. And it is certainly in the alumni's interest if their university

develops its level of excellence and international profile, and can generate new knowledge. But by “support” we don't just mean the financial kind...

►► “Get involved, bring us your ideas, challenge us. Our WU Alumni programme grows through commitment.”

**What sort of commitment is needed?**

**MH** Every kind! Get involved, bring us your ideas, challenge us. Our WU Alumni programme grows through commitment, not by people sitting back and basking in the sun. WU graduates have so

much to offer. And they do. Whenever we need role models for the WU, we encounter openness and support. We want to strengthen this underlying sense of solidarity and affection for “my WU”, in whichever form it takes, and depending on the opportunities offered by each stage of life.

**When will you consider the relaunch of WU Alumni to be successful?**

**HE** (laughing) When we are snowed under with fan post. When it becomes impossible to choose the WU Alumni Recognition Awards due to the vast number of candidates. When every alumnus supports the WU with €10 or more, which means that we can grow in excellence and move up the academic ranking! More seriously: When all alumni can say “I'm proud of the WU and its great work; I'm part of a powerful network; I want to get involved!”.

**In discussion:**

**Univ. Prof. Dr. Edeltraud Hanappi-Egger,**  
Rector of the WU



and **Mag.<sup>a</sup> Marion Haumer,**  
Head of Corporate Relations  
and Alumni Services



## WU Alumni in numbers



**55,000**  
WU Alumni



**120**  
countries



**4,949**  
participants in  
WU Alumni events \*



**66**  
WU Alumni  
hubs



**2,300**  
new WU graduates  
per year \*\*

# WU wants you

## The new donation system

The WU has shaped, challenged and supported many of you. Now you have the chance to help us improve our knowledge, excellence and, ultimately, everyone's quality of life. Today there's a huge variety of options for alumni to help ensure a brilliant future for the WU and its students by donating their time and money.

**CHANGE-MAKER**  
from EUR 10,000

**IMPACTOR**  
from EUR 1,000

**INNOVATOR**  
from EUR 240

**SUPPORTER**  
from EUR 100

**NETWORKER**  
from EUR 0

Help shape your WU.  
Choose which type of support  
is ideal for you. We are delighted  
by every expression of solidarity.  
Because every single contribution helps  
knowledge grow and makes excellence possible.

# Alumni Benefits

## STAY IN CONTACT

	NETWORKER	SUPPORTER	INNOVATOR	IMPACTOR	CHANGE-MAKER
WU Alumni e-Newsletter (registration needed), monthly	✓	✓	✓	✓	✓
WU Alumni Magazine, twice a year	✓	✓	✓	✓	✓
Xing & LinkedIn group	✓	✓	✓	✓	✓
WU Library	EUR 15	✓	✓	✓	✓
WU Alumni Hubs & Chapters	✓	✓	✓	✓	✓
WU Alumni Donors' Card (free access to the WU Library, participation in events for donors)	*	✓	✓	✓	✓

## WU ALUMNI LOUNGES & EVENTS

WU Homecoming Day	✓	✓	✓	✓	✓
Alumni Lounge at the WU Ball (free entry to the lounge when you purchase a ticket to the ball)	EUR 60	EUR 60	EUR 60	EUR 60	✓
WU Summer Party incl. Alumni Lounge	EUR 30	EUR 20	✓	✓	✓
WU Future Talks	EUR 80	EUR 60	EUR 60	✓	✓
Alumni Tuesdays (price per event)	EUR 12	✓	✓	✓	✓
Morning Mingles (price per event)	EUR 12	✓	✓	✓	✓
Workshops	*	✓	✓	✓	✓
Alumni Arts	*	✓	✓	✓	✓
Women United	*	✓	✓	✓	✓

## INNER CIRCLE

Early Bird invitations	*	*	✓	✓	✓
Automatically reserve your place (upon registration)	*	*	✓	✓	✓
Speaker's Dinner @ WU Future Talks	*	*	EUR 25	✓	✓
Presentation as donor in WU Alumni Media (if requested)	*	*	✓	✓	✓
Invitations to VIP boxes and areas	*	*	*	✓	✓
Exclusive events in small groups attended by the office of the rector	*	*	*	✓	✓
Special insights and personal service	*	*	*	*	✓
Honorary naming	*	*	*	*	✓

<b>Annual gift</b>	*	from EUR 100*	from EUR 240	from EUR 1,000	from EUR 10,000
Proportion of this as payment for events		EUR 30	EUR 50	EUR 110	EUR 170
Tax deductible sum (donation)	*	EUR 70	EUR 190	EUR 890	EUR 9,830

\* Of course, every single euro that you donate is greatly appreciated – it doesn't have to be €100.

## All inclusive

WU Alumni Networkers – these are all 55,000 graduates of the WU in diverse fields of work and study. Everyone is included. You are all linked to your alma mater free of charge\* through strong yet flexible ties: Via diverse flows of information, invitations and points of contact. See the accompanying table for details of our Networker offer.

\*Of course, every single euro that you donate is greatly appreciated – it doesn't have to be €100.

## You are free to decide what support to give

WU people value their independence – they are decision-makers in large and small ways. The WU doesn't want to tell you what to do. Your personalities and lives are so colourful, and your individual pathways and possibilities will vary depending on the phase of your life. But remember: You will always stay a Networker! It's up to you to decide if, when and how much more you want to be for your alma mater: From Supporter to Innovator to Change-Maker. Every single donation has an impact, a ripple effect. And this also draws you closer to the WU because...solidarity works in both directions! Please refer to the table on the left for details on the benefits for WU Alumni in the various donor categories.

## Plus or Pure? Both are deductible.

Speaking of self-determination, remember that donations to universities are tax deductible. The only exception is any gifted amount linked to a compensatory service (events, culinary offers, etc.). Here too, the choice is yours: "Support PLUS Events" include attendance at events from our WU Alumni offer. This slightly reduces the deductible amount. "Support PURE" is your option if, for example, you are unable to attend events in Vienna. Simply choose the one that suits you best!

## Fostering knowledge & excellence

100% of your gift goes to the WU to foster knowledge, personalities and the economy. Above all, it feeds the intellectual growth and development of young people. It increases the appeal of the WU, enticing the brightest minds. In this way, your donation accelerates our drive towards excellence. And, in turn, excellent universities cast a brilliant light on their graduates for years to come.

## Shaping a better future

But why this striving for excellence? Because of a higher academic ranking? Well, we're thrilled about that, no question. But excellence is merely a means to an end, namely to fulfill our social responsibility as a university. Because knowledge is the heat source needed to incubate innovation. And innovations are what secure the global reputation and quality of life in Austria. And beyond.

## Yes, I want to help. Now.

To make your personal contribution, please complete the enclosed donation form and return it to us. It's also available online at [www.wu-alumni.at/en/support/support-options/](http://www.wu-alumni.at/en/support/support-options/)

# Join us on the next level ►►



# Speak up!

## Greetings dear alumni,

We are your contact persons in all matters big or small. Use any means of communication to send us your questions, registrations, donation forms, ideas and suggestions for improvement. We are looking forward to a lively interaction, successful cooperation and a personal meeting or reunion at an upcoming alumni event!



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How's your bowling? What are you currently working on? When were you last inside a school? Do you know the new WU Campus? Have you joined the WU Xing group? Is there already a Hub in your country? Long jump or jump-start your career? Or both?

### Think big. Think forward.

Maybe you need some fresh input – the WU and our 55,000 alumni have some great brains! Let's share what we know. As sparring and network partners, sporting teammates, first-hand information sources, expats in foreign lands, friendly employers and employees, feedback providers, mentors, role models, chill-out partners, representatives of Generation X/Y/Z.

In short: a huge, stimulating and diverse pool of talent. Exploit this potential. Get involved!

Don't forget: The WU Alumni Office is active on your behalf and is always thinking of you. And we have some ideas:

### Closer than you think

- Visit the WU Alumni Hub in your state/country! – There isn't one yet? Don't worry, the WU Alumni Team will help you found a local Hub.
- Come back to the WU. On Homecoming Day, for example – for the first time in 2020.
- Let's read about each other: In the alumni magazine and newsletter, on our website and via Facebook...

### Fun and games

- Turn your hobby into an Alumni Chapter! There's more to life than just business. Sport & play for instance. And together is always better! Whether yoga, chess, cactus-growing or cross-country skiing – just about anything that you enjoy doing can be turned into a Chapter.

### Women at the top

- Become a mentor!
- Apply to be mentored or share your experiences with others! The aim of the WU's Wise Women and Women United programmes is to support WU alumni at all levels.

### Back to school

- Become an Academic Volunteer! Visit schools as part of WU@school to give pupils a candid account of your experiences as a student at the WU and what happened to you afterwards.

### Portrait sessions

- Share your story! Tell the WU Alumni Office what excites you! A new job, founding a company, interest-

ing experiences, company news, innovative products, moments of joy and pride. WU Alumni provides a wide range of media, channels, event formats and platforms. We live from your insights and suggestions.

- Include alumni@wu.ac.at on your press mailing list!

### Inspiration

- Draw inspiration from our Morning Mingles!
- From next year, listen to brilliant speakers at our Future Talks. Be there or be square! Webinars, talks, Alumni Tuesdays, Over my Shoulder and much more.

### WU Alumni Challenge

- Pose questions and bring us your ideas!
- Enjoy the support of a business network made up of 55,000 diverse individuals!
- Challenge the WU and the Alumni Team!

### Do we know each other?

- Contact the WU Alumni Office to update your details!
- Subscribe to our newsletter!
- Join the WU Xing group!
- Encourage your fellow students to do likewise!



WU Alumni Office  
WU Campus, Welthandelsplatz 1, Building EA, 1020 Vienna  
alumni@wu.ac.at, +43 (0)1 31336 4455, wu-alumni.at/en  
f wu.alumni X Group: wu alumni



# Thinking forward ▶▶

**The latest news, network with others, don't miss a thing!**

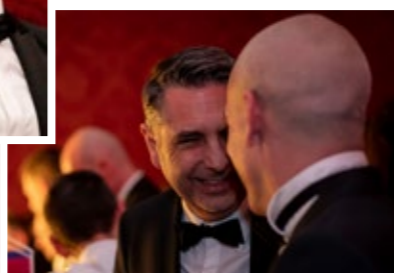
Relevant topics for your job, insights from current economic research, relaxed opportunities for networking, reunions at the new campus – in short: a way to widen your horizons. That's our aim at WU Alumni Events. Here we would like to introduce you to our diverse range of new and regular events, which have been specially developed for alumni who support the WU. You can find all current dates and registration options online at [www.wu-alumni.at](http://www.wu-alumni.at) under "Events". As a donating alumnus, you can visit most of these events free of charge. Check out the table "Alumni Benefits" for a good overview. We look forward to your feedback as well as to your wishes and suggestions regarding topics for events, destinations for excursions and the ongoing development of event formats.

Contact: [alumni@wu.ac.at](mailto:alumni@wu.ac.at) or +43 1 31336 4455



## WU Ball

Dance and conversation partners agree: The Alumni Lounge at the WU Ball is the ideal starting point for a festive and lively evening. **Save the date for this brilliant alumni highlight: 11 January 2020.**



## Workshops

How long has it been since you were inside a lecture hall? There are some topics that no webinar covers completely: At interesting lectures and workshops, we offer compact insights into relevant developments and research results from the world of business. Led by experts, embedded in context and personal.



## Alumni Lounge at the WU Summer Party

The entire WU campus is in party mood. And on the cool Mensa roof terrace (the highest point of the summer extravaganza), WU alumni can enjoy stimulating conversations, motivating award ceremonies, drinks and music. Be there! The next summer will soon be upon us!



## Morning Mingles

Rarely does the day start more refreshingly than with these entertaining impulse lectures on current issues from business and research. You will receive food for thought to nourish you until the next morning!



# Now. New.

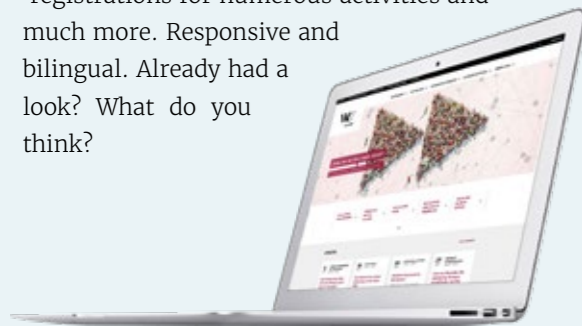


## From the Alumni WUniverse

**Get reading!** From 2020, all 55,000 alumni will receive (free-of-charge!) the new “alumni Magazine” twice yearly by post. 44 pages filled with news and background stories on research & business, WU & Events as well as the diverse, international work/life of WU alumni. In German and English. Enjoy leafing through our magazine away from the omnipresent screen. Do we have your correct postal address? Please make sure by contacting us at [alumni@wu.ac.at](mailto:alumni@wu.ac.at), call +43 (0)1 31336 4455 or select “update data” at [wu-alumni.at](http://wu-alumni.at).

## wu-alumni.at

**Take a look!** The new WU Alumni website is online! You're just one click away from worldwide Hubs, regional leisure Chapters, network events, online donation forms, registrations for numerous activities and much more. Responsive and bilingual. Already had a look? What do you think?



## Events in our worldwide Hubs

WU Alumni spans the globe. In more than 60 Hubs from Salzkammergut to Sydney, alumni meet for social and professional dialogue and exchange. To get your bearings when arriving in a new country or after returning home from a semester in Vienna, WU Alumni Hubs enable you to enjoy the WU spirit around the world.



## WU Women United

Women supporting women. A slogan that applies to this format as well as to the Wise Women of WU mentoring programme. In the framework of WU Women United, you can enjoy talks, workshops and coaching sessions. A distillation of female competence and experience!



## Homecoming Day & Future Talks

In many countries, Homecoming Days are a regular opportunity for graduates to “return home” to their alma mater, at least once a year. The WU is now embracing this international tradition. We are inviting alumni living abroad (and in Austria!) to visit the WU on its new campus, to get to know its staff “from the Rector downwards” as well as to learn about our latest research and to exchange ideas. However, this reunion is not just a chance to share anecdotes, but will be followed in the afternoon by the Future Talks Conference, which brings national and international experts to the WU. A hotspot for innovative topics and knowledge from business, the world of work as well as society. Be there from 2020!

# WU Alumni Recognition Awards

**Winners!** Rector Hanappi-Egger is eager to spotlight graduates who have achieved great things for the WU Alumni Community. The awards are bestowed annually in the following three categories: knowledge transfer, networking and donations. It's no coincidence that these are also our core areas of activity at WU Alumni. For the first time, three Recognition Awards were presented to committed WU alumni at our summer party in June 2019.



**Martina Ernst, graduated from the Global EMBA in 2007; winner of the KNOWLEDGE TRANSFER award**

When it comes to human resources and career planning, Martina Ernst really does know it all. And she is more than willing to pass on this knowledge to students and alumni. As a long-standing member of the International Advisory Board, Martina Ernst supports the WU Executive Academy as a mentor and sparring partner – particularly within the framework of the EA Female Leaders Network. In the meantime, the HR expert is now also sharing her experiences through her recently founded company SalaryNegotiations.



**Peter Sunley, graduated in World Trade in 1968; winner of the DONATIONS award**

Helping young people has always been a special concern of Peter Sunley. Therefore, the native New Zealander was one of the first to respond to an appeal for donations at the end of 2018 in aid of WU4YOU. This scholarship programme enables youngsters who don't “inherit” their education to study at WU. Sunley himself gained his first work experience in the USA through a Rotary Scholarship. Alongside a stellar career in marketing, he has always found time to lecture and teach students from Vienna to Thailand, thus passing on valuable resources to young people.



**Werner Hebenstreit, graduated in Business Administration in 1985; winner of the NETWORK award**

Thursday evenings have been sacred for many alumni footballers over the last 20 years, as this is when the WU Alumni Football Chapter meets for training under coach Werner Hebenstreit. We doff our hat to his two decades of commitment: Anyone who has ever tried to bring together a group of busy people will tell you how exhausting it can be. Another amazing WU alumnus and a well-deserved award-winner!

PS: Information on taking part in or founding a Chapter can be found at [wu-alumni.at/en/network/](http://wu-alumni.at/en/network/)



What links the cradle of tax law, Billy Joel and the atomic clock?



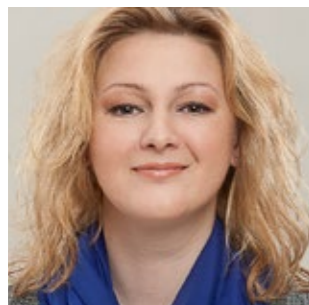
**Jasmina Muck**  
Graduated in International Business Administration in 2019. First graduate of the WU4YOU scholarship programme. Chocoholic & accounting enthusiast

I am proud to be an alumnus of what I think of as the “best university”. Together with my university friends, I like to remember the “good old days of the atomic-clock deadlines for lecture registrations”. By the way, the name “Wirtschaftsuniversität Wien” seems internationally unpronounceable and of great entertainment value for Erasmus students during my semester abroad in Paris.



**Adedeji Aganga-Williams**  
Graduated in Economics in 1990, doctorate in 1992. Born in Lagos, Nigeria

For me the WU opened the door to international banking. From Citibank via Westdeutsche Landesbank and the Amalgamated Bank of South Africa, my career path has brought me back to Austria, to GiroCredit (now Erste Bank). This would not have been possible without the WU’s brilliant reputation!



**Svetlana Kokurina**  
Graduated from the Global EMBA in 2010. After philology studies and a course in marketing in Russia, International Alumni Board Member of the WU Executive Academy.

My special moment at the WU was the Global Team Project. Together with colleagues from China, the USA and Poland, we developed a business plan. The presentation of this plan was the highlight and happiest moment of my studies at the WU. I am very grateful that I chose the WU at that time. According to the FT ranking, the programme is now one of the top 45 in the world. I support the WU because it has become a part of me. Just as I am part of the WU Alumni Community.



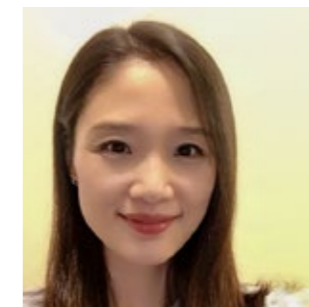
**Robert Kaltenbrunner**  
Graduated in Business Administration in 2005. Accompanies people and businesses at times of transformation and renewal with HIKINGDAYS.

Through the WU I laid down some personal roots. To quote Goethe: This has enabled me to grow the wings that have made me the person I am today. The people at the WU represent a great treasure trove of knowledge and humanity: The students I am honoured to accompany during a lecture; the staff who shape and work for the WU with great passion; and finally, the many people I got to know during my studies and the network meetings.



**55,000 alumni.  
1 network.**

The WU Alumni Community is one of the most important business networks in Austria, extending far beyond the country’s borders. In Vienna and in more than 60 WU Alumni Hubs worldwide, WU graduates meet up, exchange experiences and support one another. Their shared alma mater unites many clever, innovative and highly successful individuals.



**Soojin Lee**  
Graduated from DIBT in 2015 (Doctoral Programme in Int. Business Taxation). Born in South Korea. Auditor (CPA) in the USA. Post-Doc in the Netherlands. Currently, member of the Global Tax Planning Team at Lyondellbasell

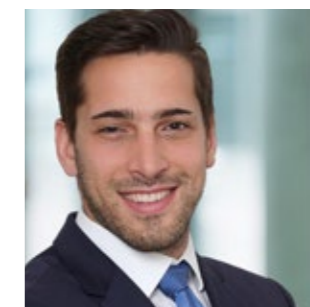
Without my time on the DIBT programme, I wouldn’t be the person I am today! The WU has turned me into a “real” tax practitioner, one who can see the bigger impact of MNE’s tax practices, not only from a commercial viewpoint but also from social, economic and even behavioural perspectives. I fully believe that the WU is a veritable “cradle” of international taxation. One special moment during my time on the DIBT programme was Welcome Day, when I met new colleagues and professors who shared their great insights and opinions; and, of course, there were also fun social events in the evening. I always wanted to tell the WU how blessed I feel to have been educated here, enjoying such wonderful support from professors, colleagues and office staff. They all helped me open my world.

And just like Billy Joel’s song “Vienna”, I know Vienna is always waiting for me! I wish our WU a fantastic future!



**Birgit Fux**  
Graduated in Commercial Science in 1996. After working for Henkel, currently managing director of the Make-A-Wish Foundation, Austria. Certified Business Coach, married with two children.

I look back with great pleasure on my years of education and training. My studies at the WU created the groundwork for my subsequent career. I sincerely hope that the WU will continue to be agile, cosmopolitan and innovative!



**Sebastian Schwelle**  
Graduated in Business Administration in 2015 (Masters in Export and Internationalization Management 2017). Set up his first company at age 22. Today founder and managing director of Cassiopeia

As one of Europe’s largest business universities, the WU offers an excellent study programme, which it is constantly improving. I still enjoy close ties to WU through many friendships!



Commentary by  
Barbara Windisch, who graduated in Commercial Science in 1999. One of the very first  
“innovators”, she is delighted to refresh her ties to the WU after 20 years!



# This is WU Alumni new.

“We are all WU Alumni! Every graduate of the former University of World Trade, the Executive Academy or the WU.”



**We are many. We are powerful.** Together, 55,000 alumni form a powerful and lively business network by and for real people.



**We enjoy a range of offers.** New event formats, regional and global networks, diverse opportunities to link up with the WU, as well as research news, the latest management know-how and much more.



**We no longer receive an invoice.** Just the chance to donate as we see fit. The mandatory alumnus fee is history. Now we decide the extent of support to give the WU, its students, its striving for excellence and thus its contribution to society. Adapted to your phase of life and completely flexible.



**We get support.** The WU Alumni Team welcomes your ideas and queries. They are there to provide help and integrate you into our network – both personally and on a wider scope.



**Now it's our turn!** The WU Alumni Network is as strong as we make it. The WU, its Rector and the WU Alumni Office have created these new structures with dedication and passion. Now it is up to us to fill them with life and bring this great idea to fruition. We have the chance to get involved, pass on our experiences, make connections and promote solidarity. At the WU campus, in leisure Chapters and Hubs worldwide – in business and life.

**Join us on the next level ▶▶**

[wu-alumni.at/en](http://wu-alumni.at/en)