

Karl POPP, Consultant, Member of the Board, Institute of the Regions of Europe (IRE)

After he completed his commercial education in 1964, Karl Popp filled numerous positions as an assistant in the management department of Olivetti. Karl Popp was assistant of sales, marketing assistant, product manager and product group manager as well as international marketing manager for several international manufacturers of branded goods.

From 1980 to 1994 Karl Popp was managing director of Melitta in Austria, Switzerland, Italy and Czech Republic. As the chairman of the management for the South and East European regions, Mr. Popp was responsible for 15 countries in the region and was steering the expansion of a western manufacturer of branded goods into the markets of Czech Republic, Hungary, Slovenia, the former Yugoslavia, Romania, Bulgaria, Greece and Turkey.

Karl Popp held and still holds several positions in the field of marketing on both a regional and international level and is a renowned expert and consultant to leading European commercial and industrial enterprises. Among other positions Karl Popp was vice president of the Austrian Association of the Branded Goods Industry (Österreichischer Markenartikelverband) from 1992 to 1996. From 1996 to 2000 he was its president and therefore represented 180 companies with approx. 100,000 employees, more than 1,000 brands and an aggregate turnover of approx. EUR 20 billion.

In addition, Karl Popp was the chairman of the supervisory board in Salzburg's bid for the Olympic Games 2010 in order to bring the Winter Olympics back to Salzburg and a return to Europe. Currently, Karl Popp is actively involved in another bid for Salzburg for the Winter Olympics 2014.