

**Press release,
November 3, 2010**



Peter Löscher - WU Manager of the Year 2010



Peter Löscher has been selected to be WU's Manager of the Year 2010. The President and Chief Executive Officer of Siemens AG is known for his many years of successful management, his wealth of professional experience and his visionary approach to business development and strategy.

"Peter Löscher combines his many years of experience and his successful management career with outstanding social skills and a down-to-earth character, which is clearly recognizable in the way he manages Siemens AG", says WU Rector Christoph Badelt about the jury's choice for Manager of the Year. "He has taken on the challenges of leading a large corporation with enormous commitment and foresight, and has achieved what many before him have attempted in vain. Thanks to his visionary strategies, the company is more successful than ever before. He has also supported and encouraged other important areas such as environmental and health care technologies. All of these qualities together make him more than worthy of this distinction", continues the Rector.

A leader with international experience

Peter Löscher, born in Villach in 1957, studied business and economics at WU Vienna and the Chinese University of Hong Kong. After finishing his MBA at WU, he went on to complete the Advanced Management Program at Harvard Business School. Michigan State University awarded him the title Doctor of Engineering in 2007. The father of three gained many years of experience in various companies in the pharmaceutical and medical sectors. His career in international management began in 1985 with the consultants Kienbaum & Partner. After working for the Hoechst Group, he took on management positions in Spain, the USA, Great Britain and Japan before moving on to General Electric Company in 2004. Before coming to Siemens in June of 2007, Peter Löscher acted as President of Global Human Health for Merck & Co in the United States.

The WU Manager of the Year Award

This annual event honoring outstanding personalities in management emphasizes WU's excellent connections to the business community and its commitment to combining academic theory with real-world practice. The WU Manager of the Year Award is presented each year to a candidate who demonstrates his or her active support of business and economic interests and whose actions are goal and solution oriented. The candidate is traditionally selected by the Rector's Council currently in office and previous WU Rectors. Peter Löscher is the 16th WU Manager of the Year.

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The Rector's Council is looking forward to welcoming Peter Löscher and numerous guests to the award ceremony in the WU Festival Hall on November 29. **Fritz Scheuch**, Head of the WU Department of Management and the Institute for Marketing Management, will give a laudatory speech, followed by a Business Talk with the new Manager of the Year and Georg Waldstein, publisher of the business and economics magazine GEWINN.



WU Manager of the Year award ceremony

Date: Monday, November 29, 6:00pm

Location: WU Festival Hall
Augasse 2-6, 1090 Vienna

Representatives of the media are cordially invited to attend the WU Manager of the Year award ceremony. Please RSVP to: presse@wu.ac.at

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