



# HST

raising the bar

## Contact Details:

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## Executive Profile

- Solution-focused executive with many years of track record
- Cross-functional knowledge spanning all three major fields:  
1. Operating Excellence, 2. Technology, 3. Business Economics
- Educated engineer turned successful manager

## Key Areas of Expertise

- Strategic Company Positioning, Portfolio Management
- Business Operation, Restructuring, Expansion
- P & L Management, Sales Channel Development, Omni-Channel Sales
- Holistic customer service (Sales, Marketing, Product Management)
- Subject matter expert in the fields of Audio/Video, IoT & Building Technology

## Potential Roles & Fields of Consulting

### Project Consulting

Available for projects both on the technology as well as the commercial side. Or ideally both at the same time during exciting phases like mergers & acquisitions, restructuring or company sell-off. Highest confidentiality guaranteed.

### Board Member / Advisory Board / Strategic Advisory

As a board member I bring a great international network and a lot of operational experience to your table. A long career in technology as well as experiences as entrepreneur I understand your company and can support your ideas.

### Interim Management

If feasible from my location, I am also available for Interim Management positions. After many years in top management positions I am confident to steer your ship through rough waters in phases like restructuring or during take-over periods.

## Professional Experience

### **Co-Founder & CEO at MOCOM GmbH, Vienna, Austria**

One of Austria's leading distributors for Professional Audio/Video + Building Technology used in corporate buildings, Smart Homes (on land & at sea) as well as entertainment venues of all sizes and shapes from stadiums to opera houses.

Prestigious brands handled include:

CRESTRON, BIAMP Systems, EAW, Tannoy Ltd, Yamaha

### **Director of Global Sales at Thomastik-Infeld GmbH, Vienna, Austria**

CSO reporting directly to the owner with full P&L responsibility for this global market leader in string musical instrument strings. Managed 500+ sales partners in 90+ countries, lead team to achieving biggest turnover in company's history.

### **Owner & Principal Consultant at HST Consulting, Austria**

Various projects in diverse roles like Business Development for clients in the field of AV, IoT & MedTech, Smart building consulting for McKinsey and Boston CG USA

Keynote speaker & presenter at various industry events and business conferences

## Personal References (full names released on request)

G.H., Executive Vice President, USA

I have had the pleasure of working with Harald for almost a quarter of a century as he built his business in Austria. He is one of the most thoughtful, insightful people that I've worked with in the AV industry and there are a couple of things that he said that I think about every single day in my business life. I have no hesitation in recommending his business skills, strategic vision and general insight within the technology industry as a whole.

S. C., Owner & CEO, UK

I have no hesitation in writing a professional and personal recommendation for Harald Steindl. Harald has always been a pleasure to work with and a glowing example of astute professionalism and commercial expediency. He will always get my endearing support and immense respect.

B.S., Editor-in-Chief, Europe

Harald is an astute businessperson with an excellent background in technology. His years in distribution brought him close to the market and the customers. I have followed his feedback on industry happenings and found his comments enlightening as well as accurate. Harald has my recommendation for his strategic insight as well as for his ability to get a job done. And that applies for a wide range of technology... (which is another good talent by itself).