

# Egon Theiner

## Media Operations & Communications Management

Performance-driven and strategic professional with comprehensive experience overseeing various functions, including organisational communications, public relations, and social media management activities.

Expert at ensuring effective management of company's media and communication channels. Skilled at leading and mentoring team members for consistent achievement of set objectives within strict deadlines and budgetary constraints. Adept at developing and executing effective communication procedures / policies. Articulate communicator able to foster strong relationships with stakeholders, staff members, and executive management.

## Areas of Expertise

- Media Operations
- Strategic Planning & Execution
- Budget Management
- Issue & Problem Resolution
- Communications Management
- Crisis Communicastions
- Content Management
- Social Media Management
- Staff Leadership & Coaching
- Operational Leadership
- Relationship Building
- Stakeholder Engagement

## Career Experience

FISU Winter World University Games, Torino, Italy, since April 2024

Media Operations Coordinator

World Mountain & Trail Running Championships, Innsbruck, Austria, September 2022 – June 2023

Head of Media & Communications

Oversee complete activities associated with story lines / content creation and media distribution. Manage and maintain media functions, including accreditation, venue media centres, press conference facilities, and photo operations. Lead entire facets of content planning and creation for social media channels, comprising Instagram, Facebook, and LinkedIn. Develop internal and external communications with staff, athletes, stakeholders, and media. Build and sustain strong professional relationships with staff members.

- Improved monetary media value by over €3.7M, whilst controlling budget of €300K.
- Achieved significant increase in media budget by 10% by identifying and securing sponsorships for media-related activities.

**Venue Media Operations Manager & Photo Chief**, European Championships, Munich, Germany,  
March - August 2022

- Managed all functions related to planning, organisation, and operations of nine media facilities for athletics, beach-volleyball, sport climbing, rowing, canoeing, table tennis, triathlon, cycling (Track, MTB, BMX, and Road), artistic gymnastics.
- Led and mentored team of 35 paid staff members and of 200+ volunteers for consistent achievement of set goals.

**Venue Deputy Press Manager**, Olympic Winter Games, Beijing, China, December 2021- February 2022

- Oversaw planning, organisation, and operations of media facilities at Zhangjiakou Genting Snow Park (venue for Snowboard and Ski Freestyler).
- Provided strategic directions to a team of 10 paid staff members and of 40+ volunteers.

**Venue Press Manager**, Olympic Winter Games, PyeongChang, Korea, January - February 2018

- Led all aspects of planning, execution, and operations of media facilities at Alpensia Olympic Park (venue for Ski Jumping, Cross Country, Nordic Combined, and Big Air).
- Hold 21 Press Conferenceres with medal winners.
- Provided strategic directions to a team of 8 paid staff members and of 50+ volunteers.

**Assignment Editor at Olympic News Channel (OBS), Olympic Games, Rio De Janeiro, Brazil, 2016**

**Venue Media Operations Manager, UEFA Euro, Toulouse, France, 2016**

**Broadcast Information Manager at Int. Sports Broadcasting (ISB), 1st European Games, Baku, Azerbaijan, 2015**

**Mountain Coordinator at Olympic Broadcasting Services (OBS), Olympic Winter Games, Sochi, Russia, 2014**

**Overall Project Media Manager; Head of Media Operations and International Communications, Winter Universiade, Trento, Italy, 2013**

**Head of Media Operations, 1<sup>st</sup> Youth Olympic Winter Games, Innsbruck, Austria, 2012**

## Education

### Matriculation

Classic Academic High School, Bolzano, Italy

## Certifications & Training

Professional Journalist Training | Chinese Classes | Marketing Coursework | Media Relations Training

## Languages

**German: Native | English & Italian: Fluent | French: Basic**

## Affiliations

Member of AIPS

Member of Sports Media Austria

Member of International Society of Olympic Historians (ISOH)

Giornalista iscritto all'albo unico dell'Ordine, elenco professionisti (regione Lazio)