



# ING. M.SC. VICTORIA NEUHOFFER

## MANAGEMENT, INNOVATION, NACHHALTIGE ZUKUNFT

As the 11th generation in an international family business, Victoria Neuhofer not only learned in the cradle how to run a company and solve problems, and in addition completed two studies, she also has founded the start-up: DAMN PLASTI. She is now going to fight single-use plastic #missionpossible! Whether in their own physical stores (which are now open for franchise), at events & parties, in the packaging industry, in product design per se or in the bundling of sustainable start-ups - she'll find the right way to lead Planet A sustainably into the future. All under the motto „It's not about Damn Plastic, it's about Damn People!“. She loves to challenge the past, refresh the old-fashioned industries, and "force" them to change. Since June 2020 she is also the Vice-President of the young Austrian Chamber of Salzburg and holds numerous presentations in all industries.

- MANAGEMENT
- DIGITALIZATION
- SUSTAINABILITY
- GENERATION Y/Z
- START-UP CULTURES
- ENVIRONMENT
- CONSULTANCY
- ZERO WASTE

### LECTURES

#### Single use plastic - and the „killing effect“

- Why & how do we get rid of it?
- What is plastic?
- What alternatives are actually there?

#### Fuck offline – go online

- Homepage creation <1h! #forfree

#### Generation Y & Z - and the effect on industries from today

- How do you catch us & and how do you generate profit?

#### Zero-waste packaging - why is it NECESSARY?

- Examples of innovative & sustainable packaging + the Wow factor for your customers

#### Zero waste journey - how do you start?

#### Sustainable SCM

- Where does it start & end?

#### It is not fucking disruption it's called progress

- Social Media and its power

#### Sustainable dropshipping - the easy way to to sell

- Anyone can become your online seller #easy

### SEMINARS / COACHING

#### Everything about Instagram and social media

- Growth hacks
- Online store on social media
- Content
- Hashtag Power

#### Dropshipping

- How do I start
- How do I use each user as my seller
- Which platforms are possible
- Which apps do I need

#### Zero-waste journey in your company

- Where can you start
- What can you change
- How you can generate more customers

#### Shopify – Homepage <1h

- Creation of your own homepage with all connections the you need

### INFORMATION

**Fees:** on request

**Travel expenses from/to place:** Salzburg (AT)

**Languages:**   

- Individual content customisation possible
- Handout/further documents

### FORMATS

- Lecture
- Interview
- Seminar
- Consulting
- Talk/discussion
- Moderation
- (One-to-one)Coaching
- Online/Web based



## ADVICE / CONSULTANCY

### Social Media - Basics - Success without a budget

- Platform (where & how do I start)
- Content (creation)
- Sales boost (ads etc.)

### Advertising on social media

- FB Business Manger
- Google Ads
- IG Ads

### Start Up Support

- Crowdfunding platforms + process
- Product development
- SM sales boost
- How, where, what, when

### Zero waste in your company

- Where can you take the first steps
- What packaging alternatives are out there
- Beware of GREENWASHING!

## SPECIAL TOPICS

### Support of companies in:

- ZERO WASTE AUDITS\_ (where can your company become more sustainable? „Is about samll sustainable-choices „- Damn Plastic
- Organize sustainable events (trade fairs, company celebrations, Congresses, festivals, etc. ...)
- Development of sustainable packaging for new and existing range
- Business consulting in terms of sustainability
- Management consulting in terms of Gen Y&Z (what mustthey do to „crack“ us)
- Homepage creation (with almost no budget)
- Social media presence: Instagram & Facebook
- Social media feed content creation & advice
- Start-up support

## NUMBERS / DATA / FACTS

- 2010 - 2020 Sales Director FN NEUHOFER HOLZ
- 2016 - DIY GLOBAL Summit - Presentation on Gen Y and the effect on the retail industry
- 2018 - GLOBAL DIY INFLUENCER AWARD
- 2019 - Founding DAMN PLASTIC
- 2020 - Founding DAMN SOLID COURSES
- 2020 - Nominated for the „Beyond Plastic Award“
- 2020 – Vice Director of the Young Austrian Chamber for the State of Salzburg

## REFERENCES

2016 - 4th DIY Global Summit Presentation “All about our Generation and the effect on today’s industry “. Victoria will also take over the moderation of the Summit in 2021.

2018 - Global DIY influencer Award - after Victoria hs been operating for 10 years within the DIY Industry.

2019 - Founding DAMN PLASTIC. After only 6 months the start-up is not only successfully growing, but has already 2 stores and numerous inquiries for the franchise concept.

2020 – TALK - „Impact instead of exit - this is how sustainable work Start-Ups “with Martin Rohla, Thomas Gabriel & Claudia Winkler at TRENDING Topics.

2020 - TV appearance Salzburg AG

## CONTACT: PREMIUM LEADERS MANAGEMENT



### Alexander Schungl, CEO & Founder

Premium Leaders Management  
by Premium Leaders Club  
Mobile: +49 (0)179 45 16 375  
management@premium-leaders.club

## MEDIA

