



curriculum vitae
Dr. André Wiegand
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Dr. André Wiegand – born in 1972 – is since 2005 leader of the consulting division. He started working for Goldmedia GmbH, Media Consulting and Research in 2001. André is author of several studies in the following fields: interactive digital TV, T-commerce, mobile broadcasting, radio markets in Germany and Switzerland, regional and local television.

Focuses of the company: market research, strategic consulting and business development in the media and telecommunications market.

André is a trained banking and business manager and did his PhD in 2004 at Berlins "Freie Universität". From 1998 to 2002 he was the acting chairman of the DPRG-Juniors of Berlin/Brandenburg. Between 1997 and 2001 André studied journalism, business studies and psychology at Berlins "Freie Universität". Parallel to this, he worked for a couple of years as a freelance spin doctor.