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In the Hot Seat: Interview with Katharina Schneider, CEO MediaShop Group, Austria

Thank you so much for doing this interview for ERA Europe. I am sure that there will be many people reading this newsletter who know you but please introduce yourself to the members.

KS: I build up businesses from scratch. My core motivation hereby is my intention to identify fresh ideas, strike new paths and find a way to make them work. Therefore, a clear vision combined with a strong strategic approach builds the solid foundation as well as a general willingness to try new things.

For example, I built up Embers, the first work@home based Call Center in the German-speaking area. With MediaShop my team and I succeeded in turning an "old-fashioned" DRTV business model into an successfully operating international omnichannel-enterprise.



CEO Katharina Schneider heads up the MediaShop Team

How would you describe MediaShop?

KS: MediaShop is an internationally successful omnichannel enterprise. Strong-selling infomercials on TV, online and at the POS generate an enormously high level of awareness, whereby "moving image" remains at the center of promotional activities. According to MediaShop's company motto "Always something new" the executive board's primary focus is on the development and distribution of innovative products that make everyday life easier and solve common problems. The company's products are represented in over 40 countries worldwide.



MediaShop's philosophy is 'Always something new'

Has MediaShop changed in recent years?

KS: Yes, definitely. We have set a clear strategic focus on turning a pure DRTV-business model into a distribution system that is based on various pillars. Today, DRTV, e-Commerce and Retail/Wholesale contribute each about 1/3 to the overall revenue of MediaShop. It goes without saying, that product innovations are a core driver to success as well as excellence in the execution of our business strategies.

How is business going and how satisfied were you with 2017 sales results?

KS: 2017 has been the most successful year in MediaShops history which is a definite proof for our company strategy. So we are very satisfied with what we have reached so far – our omnichannel approach keeps resulting in constant growth across all sales areas. Furthermore, through my personal engagement in the Austrian TV Start-Up Show "2 Minuten 2 Millionen" we have been able to not only get access to new product ideas and inventions but also raise awareness on a broad level for MediaShop throughout the Austrian market.

What will be new and exciting at Mediashop in 2018?

KS: In addition to our core markets we are now entering the Netherlands. We have agreed an asset deal with Dutch first hour teleshopping brand TelSell and are looking forward to using mutual synergies and common strengths.

In addition we see a lot of potential in a further development of our CRM activities which will open up a variety of interesting options to our business.



Katharina Schneider, CEO, MediaShop Group, Austria.

In 2008, Katharina Schneider became CEO of the MediaShop Group, based in Vienna, Austria.

Prior to this, Katharina had diverse professional experience: she was Marketing Director of a radio station (REWE), she was responsible for the integration of various call centers (Jordan Industries) and also for the total construction of a call center (Embers GmbH) which focuses on home office. She studied at the University of Vienna.