



CURRICULUM VITAE

Personal data

Mag.ª Waltraud Martius

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Short CV

Waltraud Martius studied business management at the university of Innsbruck. Since 1989 she operates as a franchise consultant for her own company "SYNCON International Franchise Consultants". Until now she advised more than 1.400 franchise projects and has sustainably strengthened her reputation as a trendsetter in the franchise business. Many subjects which firstly were tackled by SYNCON meanwhile became part of the standard catalogue of the franchise economy.

Waltraud Martius is active co-founder of the "Austrian Franchise Association" (ÖFV) and since 1986 in the board of directors in an honorary capacity. The honorary presidency was granted to her in 2008 for life-time. Since 20 years she is a lecturer at universities and advanced colleges in the German-speaking world and has shared her experiences through countless speeches in Europe as well as in the USA, India and China.

	<p>She is a co-editor of the book "Franchising – Die Königsklasse der Vertriebssysteme (Franchising – the royal distribution system)", which was published in 2003 and author of the book „Fairplay Franchising“, which was published in 2024 as a fourth edition and co-editor of the book “Wissens- und Innovationsmanagement in der Franchisepraxis (Practical knowledge and innovation management for franchising)”, published 2015, co-editor of “Erfolgreiche Rekrutierung von Franchisenehmern (Successful recruitment of franchisees)” published 2018. In 2011 she was elected as a senator of the “Economic Senate” and works as a Pro Bono-Expert for ASHOKA International. In 2013 she joined the international Ashoka Support Network (ASN). In June 2015 she was invited to become an expert member of the club 55. In 2016 she was honoured with the first “Social Award” by the Austrian Franchise Association. Since 2019 she is a member of the SE-Funds Impact Advisory Board of the Senate of the Austrian Economy. Since 2018 she is a member of the supervisory board of the Unimarkt Gruppe. Since 2022 she is a member of the advisory board in the Storebox franchise system and additionally since 2025 mentor for FiF (Frauen im Franchise / women in franchise).</p>
<p>Statement</p>	<p>As a franchise consultant I believe in fairplay and partnership for equals, appreciation, respect and tolerance. Appreciation, respect and tolerance of differences are important values for joint success. I stand by this both professionally and personally.</p>
<p>Publications (Abstract)</p>	<p>2015: „Wissens- und Innovationsmanagement in der Franchisepraxis“ (Practical knowledge and innovation management for franchising), Springer-Gabler publishing company (Wiesbaden)</p> <p>2018: „Erfolgreiche Rekrutierung von Franchisenehmern“ (Successful recruitment of franchisees), Springer-Gabler publishing company (Wiesbaden)</p> <p>2024: „Fairplay Franchising“, 4th edition in the Springer-Gabler publishing company (Wiesbaden)</p>

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