

Alexander Wurst

Academy Director



Alexander Wurst is the Academy Director and Managing Director of DMAN.

Competencies

International project management with sales and marketing responsibility, strategy development, sales, market observation and competition analysis, quality management, consulting.

Professional background

After initial positions at a bank and at Landessportbund Niedersachsen, the umbrella organisation of 9,600 sports clubs in Lower Saxony, Alexander Wurst held various positions at Deutsche Messe AG for twenty years. As a member of the management board, he headed the international trade fairs division and played a key role in the development of innovative exhibition concepts and marketing strategies. Thanks to his many years of experience abroad, which also took him to the DMAN target regions, he has extensive intercultural competence.

Alexander Wurst completed two courses of study: After a degree in administrative sciences from the University of Constance, he also earned a diploma in criminology at the University of Hamburg.

Languages

German, English