



SPANISH RIDING SCHOOL  
LIPIZZANER STUD PIBER

## Press information, Vienna Oct.2022

### **Alfred Hudler is the new general manager of the Spanish Riding School Vienna - Lipizzaner Stud Piber**

Vienna (October 5, 2022) - At today's Supervisory Board meeting, Alfred Hudler was unanimously appointed as the new managing director of the Spanish Riding School - Lipizzaner Stud Piber from December 1, 2022, to November 30, 2027.

The long-time competitive athlete can look back on more than 30 years of experience in corporate management as well as brand development, fostering and developing teams: Alfred Hudler started at Vöslauer in 1991, became CEO of Vöslauer Mineral Wasser AG in 1995 and moved to the group holding Ottakringer Beverages AG in 2018, where he was spokesperson for the board until 2022.

Martin Winkler, Chairman of the Supervisory Board of the Spanish Riding School - Lipizzaner Stud Piber, on the appointment of the management: "Especially in challenging times, it is important to make the Spanish Riding School, which is so important for Austria, relevant, attractive, unique and fascinating for future generations. Striking the right balance between its preserving unique traditions yet maintaining an entrepreneurial vision is key.

With Alfred Hudler, we are gaining a sporty team player who, as a top manager, will use his experience to lead the Spanish Riding School into a sustainable, economically healthy future. At the same time, the preservation of the High School

of Classical Horsemanship alongside long term the traditional breeding of the Lipizzaner thanks to the expertise of team at the Spanish Riding School – will guarantee the Lipizzaner Stud Piber remain a top priority".

Alfred Hudler on his appointment as the new managing director:

"I am very much looking forward to the task and cooperating with the whole team of the Spanish Riding School - Lipizzaner Stud Piber and I would like to thank the Supervisory Board for the trust they have placed in me."

The multi-stage application process for the management started at the beginning of summer 2022 and was accompanied by the international personnel consulting firm Stanton Chase under the leadership of Michael Schaumann. A total of forty-two people (21 men and twenty-one women each) from Germany and abroad applied for this position.

The entire supervisory board would like to thank the previous managing directors Sonja Klima and Erwin Klissenbauer for the trusting cooperation over the past few years and wishes them all the best for the future.

For further information

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