ALI MAHLODJI

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Co-Founder, Chief Visionary & Chief Storyteller Whatchado.com
EU-Ambassador for the new Narrative

Ali Mahlodji created the internet platform whatchado and thus has become the multi-award-winning founder of an internationally respected start-up company that hurries from success to success.

Born in Tehran in 1981, Ali Mahlodji came to Austria as a refugee child at the age of two, dropped out of school at 18 and has since held over 40 different jobs - from construction worker to pharmacy assistant to management consultant.

Finally Ali Mahlodji founded the internet career orientation platform whatchado.com in 2012, on which people from all over the world - from the president to the next-door neighbour - use video interviews to tell who they are, what they do and how they got to where they are today. Watchado.com tells over 7000 career stories from over 100 nations and is the market leader for video employer branding in German-speaking countries.

Ali Mahlodji has researched why and how the power of stories drives us all and what companies, brands and leaders can learn from them, especially in times of digitalisation, and what they should avoid at all costs. Today, he advises social start-ups on growth issues, is a business angel and sits on the supervisory board of whatchado.

His storytelling platform has received numerous national and international prizes - including the UN World Summit Award and the State Prize for Education and Knowledge. In 2013, Ali was appointed by the European Union as a Youth Ambassador for Life and in 2015, EU Commissioner Tibor Navracsics appointed him European Ambassador "for the new narrative". Since 2019, he has been Head of "Education & Personality Development" at Prof. Dr. Gerald Hüther's Academy for Potential Development and supports teams and organisations on the path to implementing potential development in communities.

With his keynotes, he inspires people worldwide by showing them what matters in life.

Topics (Selection):
- Generation Next
- Future is now

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