

BRANDO BRANDSTÄTER



'Global Annual Marketing Meeting' - Etihad Stadium, Sep 2023



On Stage - Xxxxxxx, Xxx 2024



'Marketing Campaigns & Branding' - Live Stream, Jun 2022



Manchester City's 'Global Partner Forum' - Manchester, Aug 2022



Midea Group's 'Global Dealer Conference' - Live Stream, Mar 2021



Midea Group 'Global Annual Meeting' #UserGrowth - Foshan, May 2022



Midea LATAM 'Annual Conference' - Sao Paulo, Mar 2018



FINA World Cup – Midea 'World Record Sponsor' - Budapest, Jul 2017



Midea 'Global #ImHome Campaign' Launch - Jakarta, Sep 2016



'effie AWARD' for Philips #DesignedToPlay - Brussels, Mar 2014



SHORT BIO



BRANDO BRANDSTAETER

Global Head of Brands & Communication +
EMEA Head of Marketing
Midea Group's 'Smart Home' Business Division

Brando is a globally well-connected, passionate, and award-winning creative brand strategist with a 24+ years multi-dimensional perspective within the marketing-communication business.

Having started his career at a small independent audio-visual production and media planning agency in his hometown Berlin, he soon moved to Barcelona, where he, next to the classical advertising account manager job, started to lead and grow a small European 25 partner agency network to the world's largest independent marketing-communication agency network.

After 10 years in Barcelona, he moved to back to Germany, taking on different roles at WPP's research-based brand consultancy Millward Brown - now Kantar. Leading national and international qualitative research projects across a very diverse range of industries, categories, and brands, traveling 130+ days a year through 60+ countries, always working with multi-culturally diverse teams all around the world, added to a broad portfolio of expertise and experiences.

2015 the world's largest home appliance company based in South China was looking for a global head of brand and communication. After 15+ years on agency side, that was the perfect move to apply the accumulated knowledge and lead global teams in a Fortune500 company.

Within Midea Group, Brando led the repositioning and global launch of Midea, the refresh of acquired TOSHIBA brand, created the young Comfee' brand from scratch, established the Midea Group corporate holding company brand, outlined the overall future 'Smart Home' communication strategy for all Midea Group's home appliances' brands, and is currently working on refreshing the acquired American eureka brand as well launching the newly created Italian premium built-in MasterKitchen brand for global their respective global launches.

Brando also worked out a 'Global Sponsorship Strategy' and signed the company's first ever global sponsorship contracts with a portfolio of City Football Group's clubs like Manchester City, New York City and Mumbai City as well as the AFF Suzuki Cup. In July 2023 the global portfolio has been strengthened with Midea's Global Brand Ambassador Erling Haaland.

In his youth, for 10+ years, Brando was a competitive swimmer in East-Germany's famous Berlin sports school which formed and influenced his current character, values and believes for success such as being disciplined, focused, self-challenging (to the limit) and always looking for continuous improvement. Attributes also motivating him to dare to do his Executive MBA in Barcelona, in Spanish at one of Spain's leading business schools 2007-2009.

Brando's wife, running her own Leadership Consultancy firm, is from Accra, his son born in Guangzhou and the young family now living in Dubai continuing the intercontinental life they love and embrace. Being multi-lingually fluent in English, Spanish and German, still studying Chinese, and having accumulated the basics in French, Catalan, Portuguese, and Russian is currently be completed by moving into an Arabic speaking country.





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PROFILE

- passionate & award-winning creative brand strategist with 24+ years of dedication within the marketing-communication business with multi-dimensional perspectives:



- production & advertising & media agency + research agency + brand consultancy + client-side
- entrepreneur business + holding agency + corporate fortune 500 company side
- always working with multi-culturally diverse teams all around the world and
- within a very diverse range of industries + categories + brands

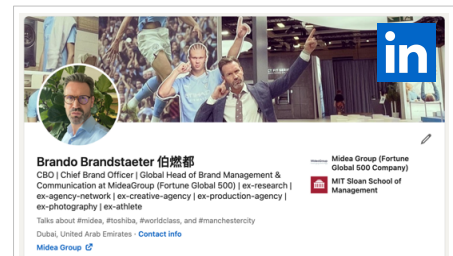


- substantial experiences of multi-country brand development & brand building activities:



- from consumer insights research to
- brand positioning + brand guidelines development & deployment to
- creating entire digital content & campaign eco-systems to
- 'globally consistent & locally relevant' multi-channel content creation & production to
- media strategy & media buying to
- PR & crisis PR to
- global sponsoring strategies & activations to
- exhibitions, shop-in-shop & in-store to
- campaign effectiveness evaluation, brand trackers & constant improvement strategies

- a motivator of direct & virtual global multi-cultural teams of 100+ people across 40+ countries
- travelling ~130+ days/year through 60+ countries for the last 11 years (except Covid period)
- Executive MBA (in Spanish) at one of Spain's leading business schools 2007-2009
- multi-lingual: fluent in English, Spanish & German + ambitions for Chinese, basics in French, Catalan, Portuguese & Russian
- 10+ years competitive swimmer: disciplined, focused, self-challenging & always looking for continuous improvement



- feel free to check the online version: www.linkedin.com/in/brandobrand

AMBITION & NEXT STEPS

- I aim to lead, guide & grow a hungry, dynamic, multi-cultural team of specialists to a common (company) goal through #empowerment + also quite a breeze of #fun as a:
- CBO / CMO of a #multinational company (with headquarters in a metropolitan city)
- seeking to be a #growthdriver and creating a #meaningful impact to the business by making its #brand(s) matter
- the more challenging the entire case + environment, the more motivated I am to crack it! #enjoyingthechallenge
- #inspiration + #motivation + #persuasion + #persistence are my work principles & life beliefs

REFERENCES








- | | | | | | |
|--|--------------|---|----------|---|--|
| <ul style="list-style-type: none"> Masahito Namiki
CEO Interbrand
+81 80 1163 9435
Tokyo |

 | <ul style="list-style-type: none"> Gabor Varga
CBO Publicis Group
+36 30 365 6843
Budapest |

 | <ul style="list-style-type: none"> Rakesh Kumar
CEO Home of Human
+971 52 905 9970
Dubai | <ul style="list-style-type: none"> Sophie Shao
CMO MideaGroup
+86 188 2086 3441
Guangzhou |
| <ul style="list-style-type: none"> Esteve Calzada
CCO City Football Group
+44 7741 376 320
Manchester | | <ul style="list-style-type: none"> Vasken Kalayjian
CEO GK Brand
+1 917 952 0278
New York | | | |



ACHIEVEMENTS & KEY MILESTONES

2023	<ul style="list-style-type: none"> Refreshed MideaGroup's Italian inspired premium built-in brand MasterKitchen + acquired American floorcare-specialist eureka Moved to Dubai to interim double-hatting Global Brand Management + EMEA Marketing Extended & expanded the global Manchester City sponsorship till June 2026 + added a Global Brand Ambassador deal with superstar Erling Haaland Finished the IRG100 Global CMO Leadership Course – Class 2023 TOSHIBA #DetailsMatter Brand Film wins at The One Show Asia Taught 'Branding & Campaigns' @NextUniversity 	   
2022	<ul style="list-style-type: none"> Launched Midea's CSR with CITC (City In The Community) + New York City Football Club Silver Award 'Best Use Of Social Media' #MideaWorldClassAwards with ManCity Created the Brand Positioning for Midea Group's trendy entry level brand Comfee' within 2 months including Brand Guidelines to seize the online opportunity during COVID 	   
2021	<ul style="list-style-type: none"> expanded CFG + added New York City + Mumbai City Created the Naming + Brand Positioning for a new global Toshiba Air-Conditioning line-up 	  
2020	<ul style="list-style-type: none"> Temporarily moved to Singapore to fully focus on the Midea + Manchester City activation 	 
2019	<ul style="list-style-type: none"> Negotiated and signed 3 major multi-million USD sponsorship deals for Midea's key regions Awarded 'Employee of the Year 2018' – MideaGroup's HQ International Business Division 	 
2018	<ul style="list-style-type: none"> Rebranded, refreshed and repositioned the acquired TOSHIBA Home Appliances brand 	
2017	<ul style="list-style-type: none"> Rebranded and repositioned the MideaGroup Holding and created #HumanizingTechnology the 51.4 billion USD holding, and #278 Fortune 500 company became a real global player 	
2016	<ul style="list-style-type: none"> As an ex-professional swimmer enjoyed activating Midea's FINA sponsorship in Windsor, Canada 2016 and Budapest, Hungary 2017 with a 90+ million views global digital campaign 	 
2015	<ul style="list-style-type: none"> Branded and positioned the Midea Home Appliances brand for its ambitious globalization with #MakeYourselfAtHome and created + globally launched the award-winning #ImHome campaign in 4 key regions with 100+ million views on YouTube & Facebook 	
2014	<ul style="list-style-type: none"> Grew the Philips account from an minor German qual account of ~50K USD per year to multi-million global TOP30 account with in 3 years 	
2012	<ul style="list-style-type: none"> As a core team member of Philips' WPP team (Ogilvy + Millward Brown) launched 3 different global shaver models with effie award-winning campaigns, in 3 years in 20+ markets, through 	
2009	<ul style="list-style-type: none"> 700+% growth: from 25 to 170+ partner agencies in the last 8 years out of 21 years' history - a small German-speaking ad-agency network became the largest global network and a global brand 	
2007	<ul style="list-style-type: none"> completed a 1.5 years EMBA (in Spanish) next to full time running a global network business 	
2002	<ul style="list-style-type: none"> Signed ALDI as the biggest new client of the Spanish Advertising Agency which became a multi-million annual account 	
2001	<ul style="list-style-type: none"> Moved to Barcelona, Spain for a 3 months language course and ended up living there for 10 years 	



EXPERIENCES

MideaGroup
humanizing technology

Midea Group HQ

Guangzhou, China

From humble beginnings to #245 at Fortune500 - MideaGroup has experienced significant success over the past 55 years. Today, MideaGroup is a truly global company with over 166,000 employees and 51bn US\$ revenue in 2022. The company offers one of the most comprehensive ranges in the smart home appliance industry, specializing in air-treatment (residential & commercial), refrigeration, laundry, large cooking appliances, small kitchen appliances, water appliances, floor care and lighting. The 2016 M&As with German KUKA robotics, Japanese TOSHIBA Lifestyle, Italian Clivet and Israeli Servotronic initiated a new era the company is now embracing under the credo #HumanizingTechnology

Head of Marketing EMEA (interim)

07/2023 – 10/2023

Head of Global Brand Management & Communications

10/2015 – present

- as part of Midea Group’s international business department leading the globalization of the company by being a business partner and a capability builder to enable global brand governance while synergizing 24 key markets and 9 product divisions



- developing, launching & building the Midea global home appliance brand since 2015 in a ‘Global Consistency & Local Relevancy’ way:
 - consumer insights: - regional core target consumer & insights ethnography research studies & videos
 - brand positioning: - brand house development & deployment new incl. global tagline #MakeYourselfAtHome
 - brand guidelines: - digital brand book development & deployment
 - brand launch activations: - digital campaign development & activation in 4 key markets ASEAN, MENA, RUSSIA & LATAM
 - digital content strategy: - digital eco-system development
 - digital content strategy development & key market activation
 - country websites design, development and roll-out
 - CMS (content management system) development, launch & global roll-out
 - public relations: - press & media toolkit development, - crisis PR management team set up, - press release creation
 - exhibitions/POSM: - design & organization, - in-store communication material development & roll-out
 - POSM design & roll-out, - brand shop design & roll-out
 - sponsoring: - 2018 - 2020 - global sponsoring strategy development with FIFA 2018 world cup kick-off
 - 2016 + 2017 - 2 FINA world cups regional sponsorship activation with booth & digital campaign
 - 2020 - Manchester City Sponsoring selected, signed, currently activating
 - 2020 - Corinthians São Paulo Sponsorship selected, signed, consulted local team in activating
 - 2020 - AFF Suzuki Cup selected, signed & activated (in 2021 due to COVID postponement)
 - 2021 - extended + expanded the CFG partnership with New York City + Mumbai City
 - 2023 - signed Erling Haaland as Global Midea Brand Ambassador



- re-positioning the Midea Group’s global corporate/holding brand in 2017, from brand re-positioning to a new global tagline #HumanizingTechnology and new corporate website

TOSHIBA

- re-launching the TOSHIBA global home appliance brand since 2018, from brand re-positioning (brand refreshment) with new global tagline #DetailsMatter, to brand guidelines, digital brand book & global launch in Oct 2018

comfee’

- creating the trendy Comfee’ global entry level home appliance brand from brand positioning, tagline #IsHowIFeel!, to brand guidelines, digital brand book, global website(s) & global launch in 2020 to seize & maximize the COVID online & digital opportunity



- outlined the overall ‘Smart Home Divisions’ future ‘Communication Strategy’ for all the company’s home appliances’ brands & paved the way to a new overall ‘SmartHome App’ development been globally launched at IFA2023



- Currently working on the Brand refresh of old-school American vacuum cleaner brand eureka and Italian premium built-in specialized brand Master Kitchen for its respective launches end of 2023



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KANTAR

firefly Millward Brown now KANTAR Frankfurt, Germany



firefly was created by Millward Brown, bringing together some of the world's finest qualitative research agencies. Millward Brown is a leading global research company focused on brands, media and communications research-based consultancy. It is part of KANTAR, the insights arm of the WPP holding.

Global Account Director (Philips Consumer Lifestyle) 07/2014 – 09/2015
Account Manager (multi-brand) 01/2011 – 06/2014

- globally leading & managing the Philips account (qual + quant) - one of the company's top30 accounts
- as business partner & consultant responsible for developing & evaluating the global campaign development process
 - designing & facilitating marcom briefs and CDJs (consumer decision journey) co-creations in all global key-markets
 - designing, organizing & supervising multi-country qualitative & quantitative consumer research
 - proposing campaign messaging strategies to Philips key-stakeholders up to CEO of the business group
 - leading the Millward Brown quantitative team to build up an extensive pilot campaign tracking & evaluation system
- Millward Brown Germany's Champion for the 'Studio' approach
 - a global workshop ideation-methodology to generate consumer insights
- as a qualitative researcher, moderating and analysing approx. 20 national & multi-national projects per year for a very diverse range of clients:
 - Marriott Hotels, Lenovo, Iveco, Panasonic, Deoleo (Bertolli), Danone Waters, Unilever (Haircare, Becel), TCCC (Coke Light), SAP, JTI (Camel), Expedia (Hotels.Com), Diageo (Captain Morgan), Reckitt Benckiser (Calgon), Eckes-Granini, Audi, Samsung (Smart TV), Turkish Airlines, Nissan, Nikon, AEG/Electrolux, Red Bull, Ferrero, Douwe Egberts, Acer, Philips (Consumer Lifestyle)



ComVort Group HQ

Barcelona, Spain

the world's largest network
of specialized independent owner-managed agencies
within marketing-communication

COO 01/2008 – 12/2010
International Coordinator 06/2002 – 12/2007
Assistant of International Coordinator 03/2002 – 05/2002

- managing, administrating, and coordinating the business of a worldwide 170+ agencies' network
- leading the international sales teams in Americas, EMEA and Asia Pacific
- achieved 700+% growth: from 25 to 170+ partner agencies in the last 8 years out of 21 years' history
 - a small German-speaking ad-agency network became the largest global network and a global brand
- creating and analysing extensive global permission marketing activities
- coordinating 60+ multi-national projects per year
 - AKG, Biomar, Brinkmann, Enami, Eppendorf, Eriksson, Fisherman's Friend, Konica Minolta, Melitta, MTU, Olympus, Pentax Medical, Riviera Maya, Siemens, URSA, Zespri, etc.
- organizing and moderating the networks' global annual meetings:
 - Frankfurt 2003, Barcelona 2004, New York 2005, Dubai 2006, Stockholm 2007, Istanbul 2008, Chicago 2009, London 2010
 - 2010 team building at London's Abbey Road Studios + recording the network's hymn
- developing, permanently modifying & maintaining the company's website
- managing international PR of the network: responsible for press releases and news on a global level
- leading a young team of 7+ people, training students in practice and internships in marketing communication



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Jacobi & Partner S.A.

Barcelona, Spain

Jacobi Group consists of a full-service advertising, PR & interactive agency member of the ComVort Group Worldwide

Consultant (project based)
Junior Account Director

03/2002 – 12/2010
11/2001 – 02/2002

- managing the German key-accounts - Aldi, Dental Clinic Center, Lapp Kabel, Fischer Iberica, Putzmeister, Tekno Bau
- managing multinational campaign adaptations
- responsible for new business and self-promotion activities
- developing and consulting the company's website creation
- coordinating and supporting multinational projects throughout the ComVort network

VPS Fritschken GmbH & adexchange. Berlin, Germany



advertising, media and broadcast production agency & international commerce of tv/movie commercials

Project/Account Manager & Advertising Instructor
Apprenticeship in Advertising
Intern

01/2001 – 06/2001
09/1999 – 06/2001
01/1999 – 08/1999

- managing key-accounts – Bausch & Lomb, Betten Jumbo, E-Plus, Lotto Berlin, Media Markt, Juwelier Lorenz and Teppichland Berlin
- developing communication strategies and campaigns
- coordinating administrative and financial procedures for regional and national projects and campaigns
- supervising TV, film and radio productions
- media buying/media planning for regional and national campaigns
- supervising adaptation concepts and productions for international tv/movie commercials, including commerce of rights and royalties
- monitoring and conducting market research campaigns for local and national clients
- training students in practice in advertising, media and broadcast production



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EDUCATION



Online + Cannes
IRG - Institute of Real Growth
IRG100 Leadership Program 01-06/2023



Boston, USA
MIT - Massachusetts Institute of Technology
Global Branding 03/2016



Barcelona, Spain
EAE - Leading Spanish Business School
Executive MBA (weekends)
in Spanish language 10/2007 – 06/2009



Berlin, Germany
IHK - Chamber of International Commerce
Advertising Instructor 01/2001 – 07/2001



Berlin, Germany
OSZ - Center of Professional Education
Marketing-Communication 09/1999 – 06/2001



Berlin, Germany
Technical University & Free University
**M.A. Educational Science,
Sociology & Psychology** 10/1997 – 03/1999



Berlin, Germany
Elite School of Sports
Competitive Sport: **Swimming**
Graduation in
English, Physics, Biology & History 06/1996

ORGANIZATIONS



Frankfurt, Germany
Marketing Club Frankfurt
Representative 07/2011 – 09/2015

OTHER EXPERIENCES



Germany
Entrepreneurial Business
Photographer 1996 – 2001



Berlin, Germany
Dietbert Design - Graphic Design Studio
Graphic Design Internship 1998



Berlin, Germany
Hilton Hotels - Luxury Hospitality
VIP & Banquet Service 1996 – 2001



Berlin, Germany
Stephanus Stiftung – Foundation & School of
physically and mentally handicapped Children
Volunteer
Alternative Civilian Service 1996 – 1997



Berlin, Germany
dsv – German Swimming Association
Swimming Instructor
for Children from 4-8 years 1994 – 1996

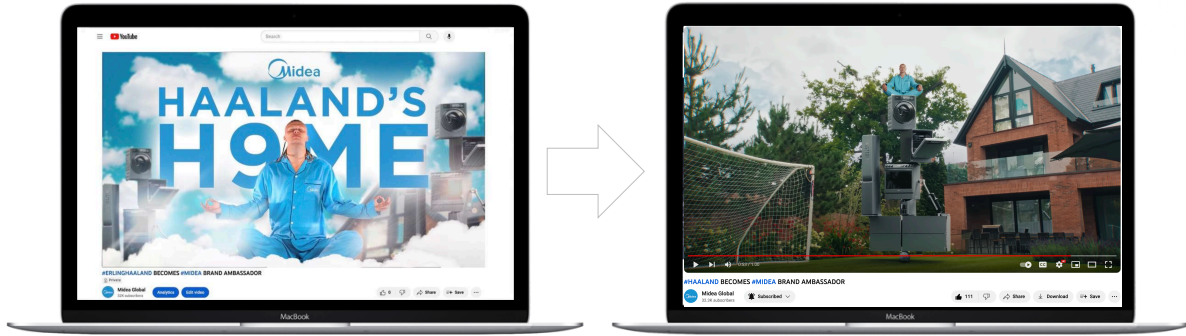
CERTIFICATES (ON REQUEST)

Brando Brandstaeter

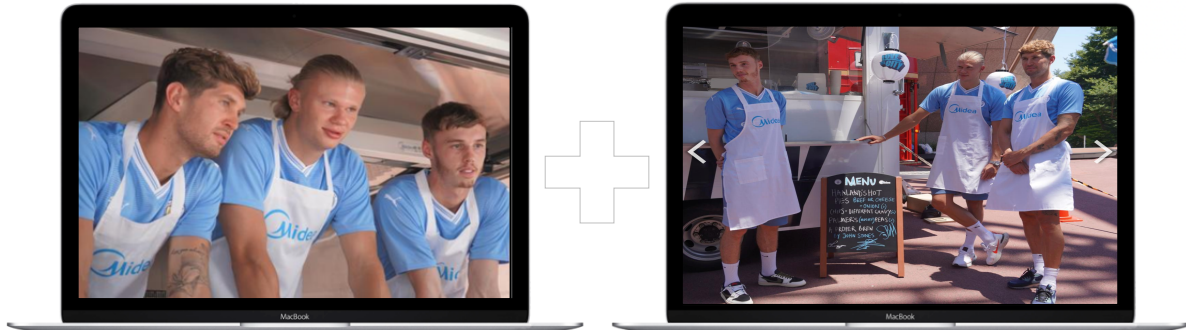


WORK EXAMPLES & IMPACTS (just a fine selection)

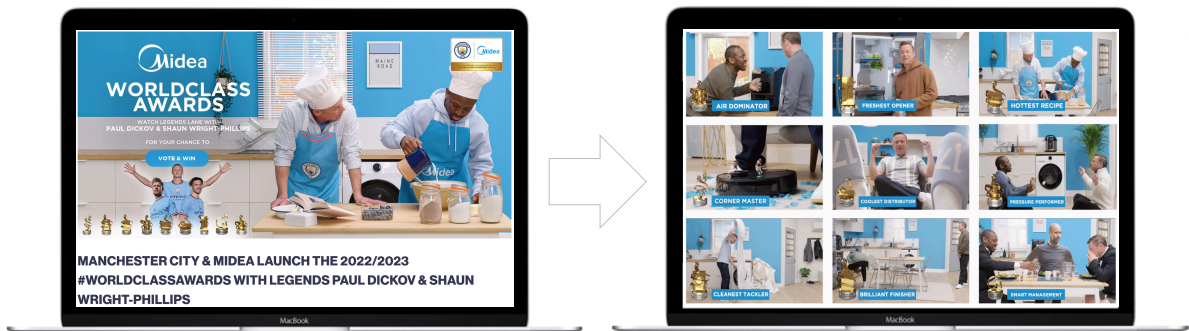
- In July 2023, Midea signed Manchester City's superstar Erling Haaland as Global Brand Ambassador and within just one month managed to arrange the first video shooting with Haaland in between Champions League Final, summer break and Manchester City's Asia Tour in Japan + South Korea. The film's global social media activation reached in Q3 2023 alone already 500 million fans: <https://www.midea-group.com/about-us/news/erling-haaland-becomes-midea-brand-ambassador>



- In July 2023, as part of Manchester City's Summer2023 Asia-Pre-Season-Tour, and as a main sponsor of the club, Midea took the opportunity to surprise local fans with superstars Erling Haaland, John Stones and Cole Palmer popping out of a Midea food truck – right under the iconic Tokyo Tower. On the menu #HaalandsHotPies, #PalmersPeas and #StonesBrew - all very typical stadium food variants, fans are offered at City home games in Manchester - today spiced up with superstar names, served by the very superstars themselves, and (of course!) prepared with the help of a range of Midea home appliances: <https://www.midea-group.com/about-us/news/HAALAND-STONES-AND-PALMER-SURPRISE-FANS-WITH-THEIR-TASTETACTICS>



- In May 2023, hot on the heels of Manchester City's triumphant securing of their third English Premier League title in a row, and just freshly backed FA Cup Champions, Midea - the Official Home Appliances Partner of the club - announced the launch of this season's #WorldClassAwards. For the third year in a row, global fans were invited to cast their votes for their favourite player this season across 9 different categories. Based on the extensive product portfolio, Midea selected 9 main categories which respectively sponsor an award: <https://www.midea-group.com/about-us/news/manchester-city-midea-launch-the-2022-2023-worldclassawards>

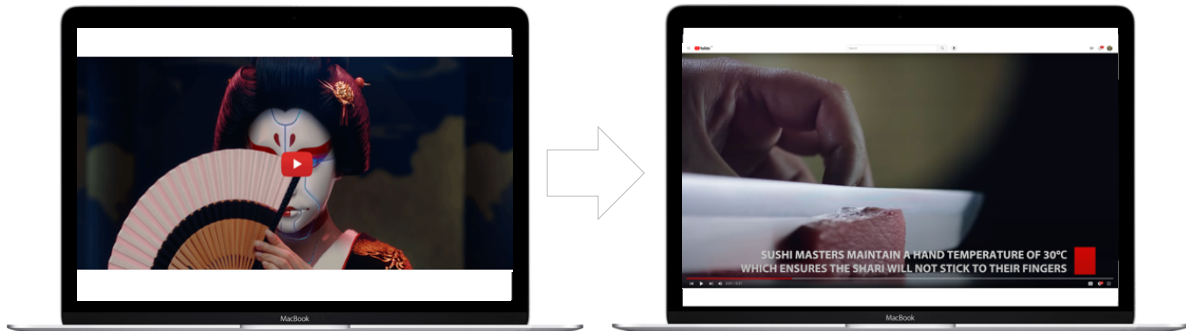




- In March 2023, Midea, one of the world’s largest home appliance brands launched its first mobile game in cooperation with Manchester City. Midea invited consumers to virtually step into Haaland’s + his teammate’s shoes and test their (finger)skills scoring penalties, corners, and free kicks under the frenetic sound of over 55.000 fans in a bewilderingly authentic Manchester City stadium experience: <https://www.midea-group.com/about-us/news/manchester-city--midea-invite-to-1st-mideacup>



- In early 2018, we have repositioned the TOSHIBA Home Appliances brand and kicked-off our global brand refresh project under the new credo #DetailsMatter. Japan as a country, and the Japanese as a nation have always been closely tied to craftsmanship. Both are famous for (their) highest attention to details and (their) fullest dedication to very special skills on a never-ending journey to perfection – the #TakumiSpirit. After the global launch video in 2020, in 2021 we created a series of product videos #TheDetailsBehindTheDetails: <https://www.midea-group.com/about-us/news/takumispirit>
<https://www.linkedin.com/pulse/detailsmatter-brando-brandstaeter-%E4%BC%AF%E7%87%83%E9%83%BD/>
<https://youtube.com/playlist?list=PLEoGcerPwCUIi2IVPcwys7Dw8jtG3Ecr8&si=ART5jG9TrEYlckqS>



- In April 2021, within just 2 months during COVID I developed the brand positioning + brand guidelines for Midea Group’s trendy entry level brand Comfee’ to seize and maximize the global online opportunities. Comfee’ is inspired by the young generation’s lifestyle & attitude towards life. It’s all about experiencing around and enjoying every moment - also when setting up your very first own space, just the way you want it. Comfee’ is offering a full range of home appliance with an ultimate trendy design paired with simplistic functionality and very intuitive handling. <https://www.midea-group.com/about-us/news/comfee-is-how-i-feel>





- Unforeseen challenges can be turned into unexpected opportunities!
We spent 2017-2019 to prepare our first global sponsorship with Manchester City.
<https://www.midea-group.com/about-us/news/manchester-city-partnership>

In early 2020, just days after the global announcement, COVID affected the global sports + entertainment industry - while we turned it into win-win-wins:

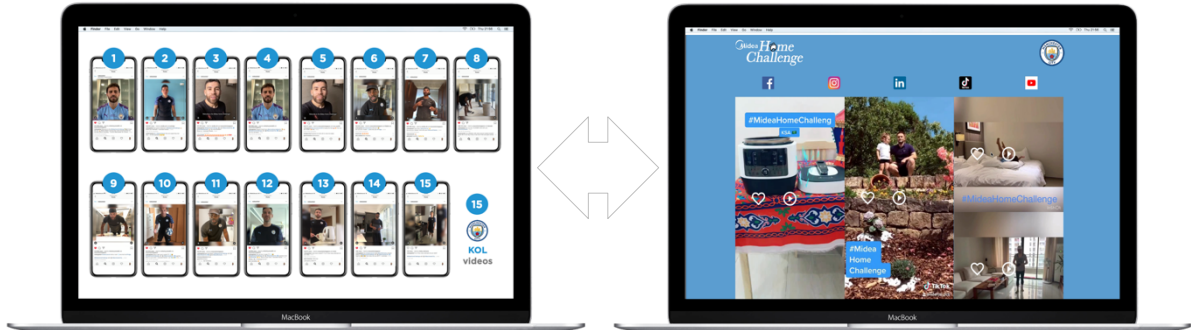
- Due to no fans being allowed in the stadium(s), our Midea logo became a huge canvas visible during the entire 90 minutes
- Globally eminent topics like #BLM + the club's strong statements brought additional positive brand visibility + association:



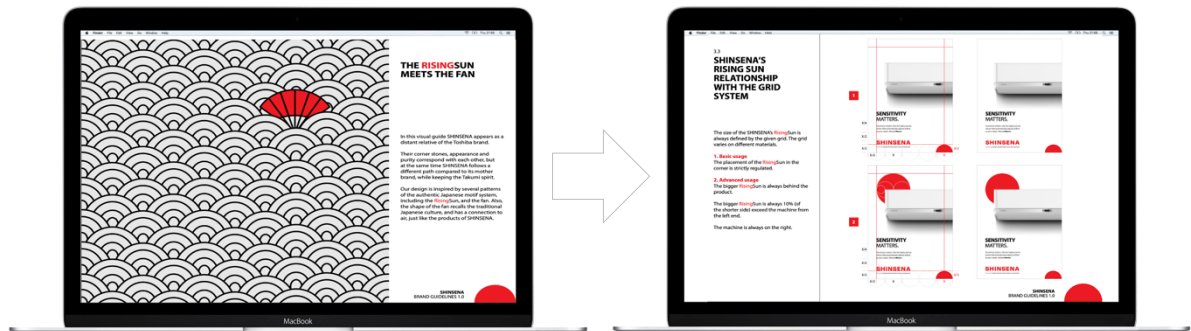
- We turned global football fans + ManCity players stuck at home into an opportunity. As Midea's tagline invites you to #MakeYourselfAtHome we created the external fan + internal employee engaging #MideaHomeChallenge. A total success, where football fans hungry for their passion gifted us with record audiences: 630+ million views and 2.6+ million engagements = outperforming all other Manchester City sponsors' activities:

<https://www.midea.com/global/ManchesterCity>

<https://www.mideahomechallenge.com>

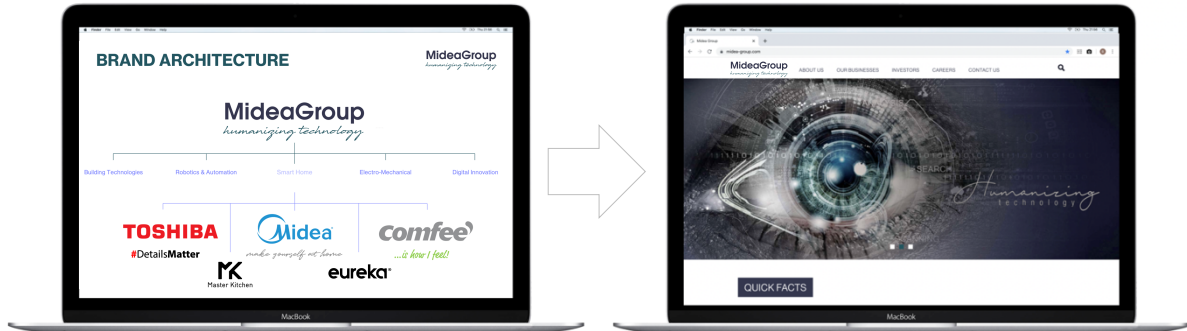


- Mai 2020, within shortest time, from naming to brand guidelines, I led the development of a new TOSHIBA Air-Conditioning brand:

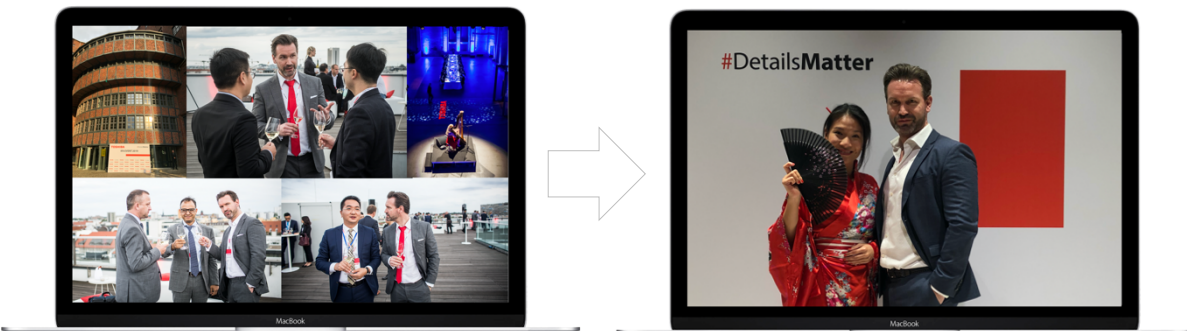
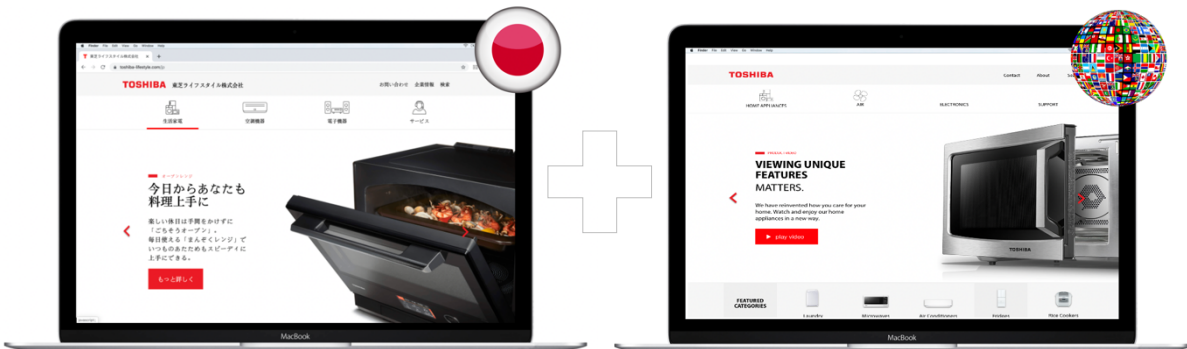
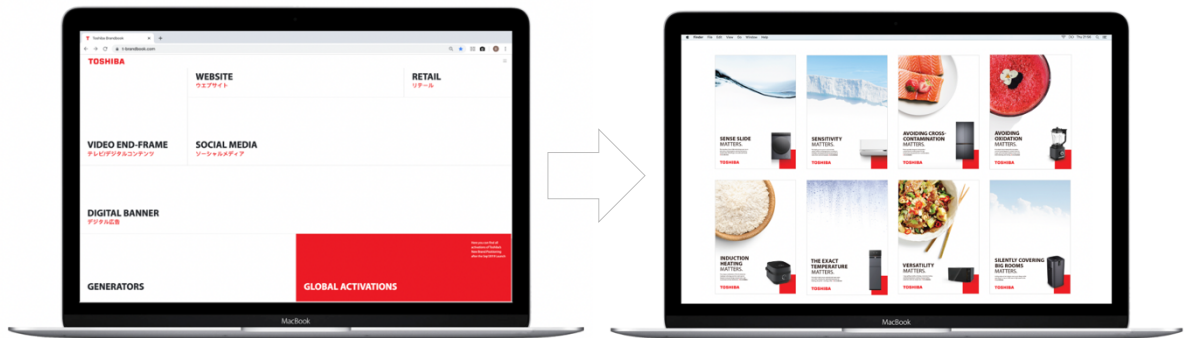




- In 2017-2018 I led the re-branding of Midea, a gigantic Chinese (actually the world's largest) home appliances manufacturer and positioned it as a global high-tech holding company establishing 'MideaGroup' with the tagline #HumanizingTechnology. Smart 'Home Appliances' is just one of 5 main business pillars of MideaGroup and 'Midea' is just one of 10+ global brands within the group's smart home appliances division. This restructure paved the way and enables a meaningful growth strategy + future M&As: <https://www.midea-group.com/our-businesses>



- In 2018, after the acquisition of the TOSHIBA home appliances division by MideaGroup end of 2016, I led the brand refresh of a 'dusty' & stagnating Japanese heritage brand. A complete brand refresh led by a 'German' within a Chinese <> Japanese culture clash - interviewing 120+ global stakeholders and running a one-week global workshop in Tokyo with 60+ participants: <https://www.linkedin.com/pulse/isnt-always-doing-what-really-matters-brando-brandst%C3%A4ter-%E4%BC%AF%E7%87%83%E9%83%BD/>





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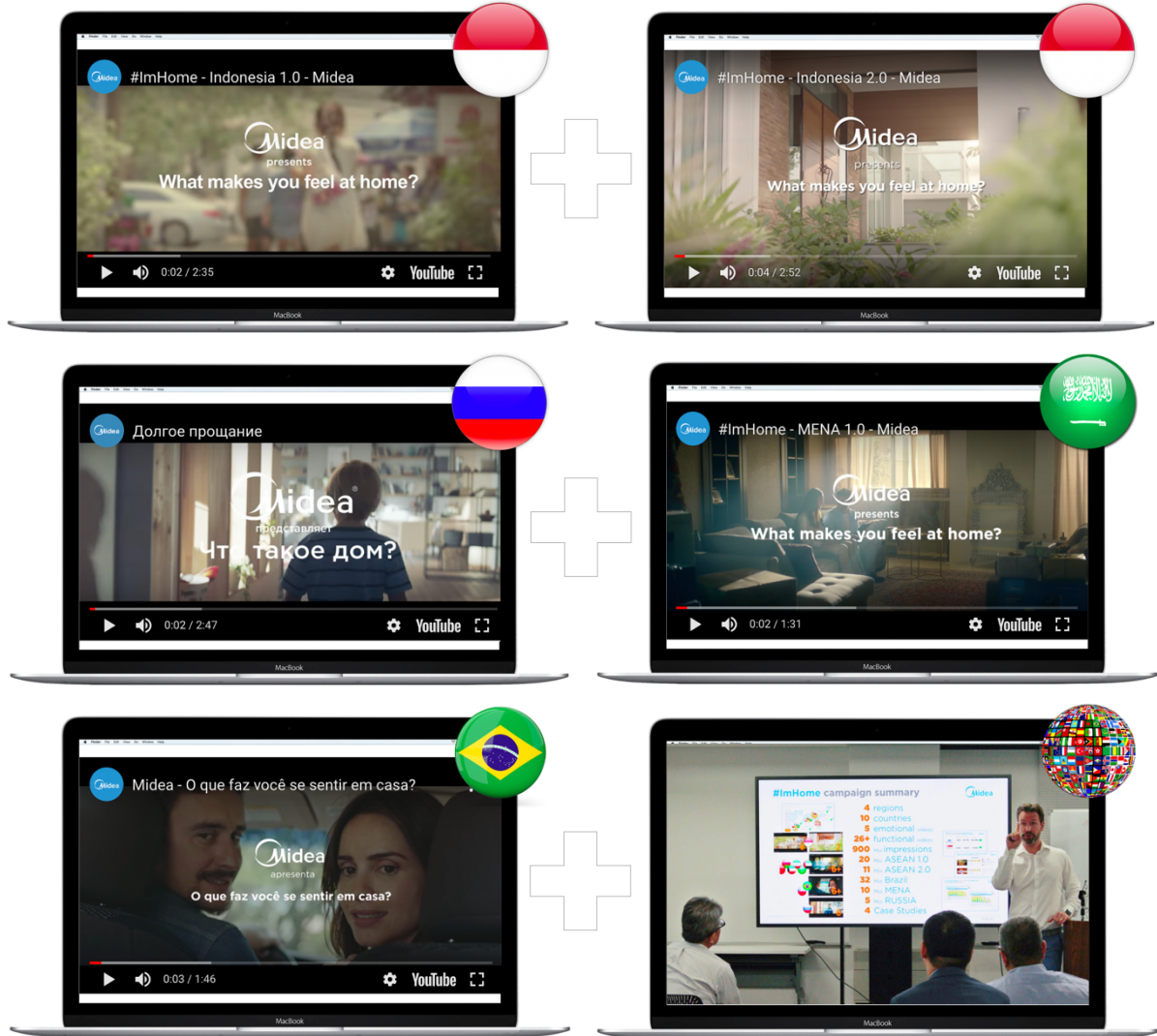
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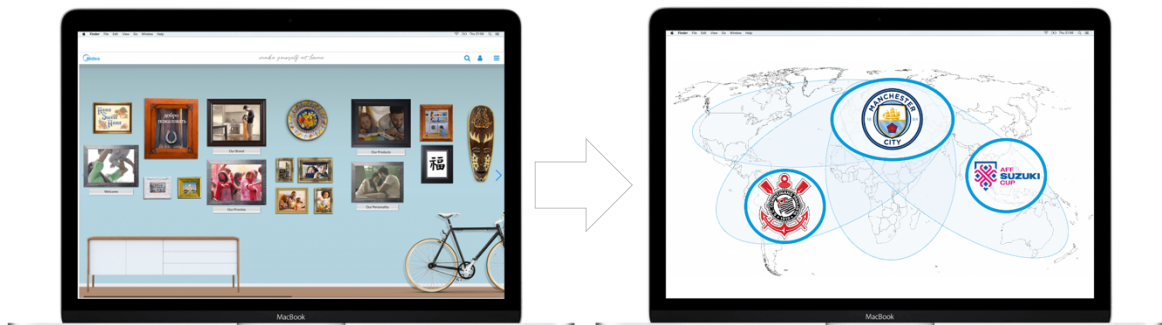
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- In 2016 + 2017 I launched Midea, a brand every Chinese household owns 4-5 appliances of, as a global home appliances brand with awareness levels <2% through 'Global Consistency & Local Relevancy'. Offering the #YoungUpgraders 'surprisingly-friendly' products which uplift their mood when doing home chores which are a vital part of their lives, by asking them first #WhatMakesYouFeelAtHome before convincing them 'My Dear, #MakeYourselfAtHome' with a global digital #ImHome campaign: <https://www.youtube.com/@MideaGlobal>



- In May 2015 I was approached to join MideaGroup and lead the global Brand Management team in the HQ. September 2015 I started from the Midea brand positioning, to developing a digital brand book which today hosts next to all brand guidelines also all global campaigns and creative assets, to 2019 signing 3 major regional & global multi-million-dollar sponsorships:





- During 2012-2015 transformed the German purely qualitative research business into a multi-million qual + quant + consultancy TOP30 global account within 3 years. Launching 3 award-winning shaver campaigns for Philips Consumer Lifestyle division:



- 2002-2010 I completely transformed an old-school German speaking and telephone & fax contact-based agency network of 25 agencies across Europe into a global digital platform of 170+ agencies sharing 60+ multi-national accounts:





BRANDO BRANDED BRANDS

2023		MideaGroup <i>humanizing technology</i>	TOSHIBA #DetailsMatter	SHINSENA <small>Powered by Toshiba Lifestyle Products & Service Corporation</small>	comfee <i>...is how I feel!</i>
2015		AEG	Panasonic	SAMSUNG	Electrolux
				acer	SAP
			IVECO	TURKISH AIRLINES	Lenovo
	calgon			DIAGEO	CAMEL
		Red Bull ENERGY DRINK	DANONE	granini	BERTOLLI DAL 1855
2011			FERRERO		
2010		60+ Globally Shared Accounts			
2002					
2002					
2002					
2001				LORENZ <small>18 74 DER BERLINER JUWELIER</small>	Betten Jumbo
1999					BAUSCH+LOMB
1999					
1994					