

BRANDO BRANDSTAETER

- 18th July 1976
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SHORT BIO

- Award-winning & growth-focused entrepreneurial leader with 25+ years of global experience in brand management & communication on agency-, network- and client-side
- Expertise in multi-country brand building, consumer insights research, media strategy and PR
- Known for guiding brand transformations, securing high-profile sponsorship deals, and driving brand growth across a diverse range of industries, categories and brands
- Experienced leadership skills of global multi-cultural teams of 100+ people across 40+ countries
- Fluent in English, Spanish and German
- Fitness Enthusiast & Ex-Professional Swimmer

EXPERTISE

- Brand Strategy & Positioning
- Brand Launch & Repositioning
- Strategic Planning & Implementation
- Consumer Insights & Qual/Quant Research
- Media Strategy & Relationship
- PR & Crisis Management
- Global Sponsorship Strategies
- Global Sponsorship Deal Negotiations
- Global Sponsorship Activation
- Multi-Channel Content Creation
- Digital Campaign Ecosystems
- Global Team Building & Leadership

ACCOMPLISHMENTS

- Rebranded & repositioned MideaGroup and created tagline #HumanizingTechnology, and paving the way for future M&As of a \$51.4B holding and #278 Fortune 500 company
- Rebranded & repositioned the acquired TOSHIBA Home Appliances brand
- Won award at The One Show Asia for TOSHIBA #DetailsMatter brand film
- Created naming & brand positioning for a new global TOSHIBA Air-Conditioning line-up: SHINSENA
- Branded & positioned Midea Home Appliances brand for its globalisation with #MakeYourselfAtHome + developed & globally launched ROI Festival award-winning #ImHome campaign in global key regions with over 100M views on social media
- Developed Midea's Global Sponsorship Strategy + negotiated & signed three major multi-million USD sponsorship deals with Manchester City, Corinthians and AFF Suzuki Cup for key regions + later expanded deals with City Football Group by adding New York City and Mumbai City to the roster

- Selected, negotiated & signed Midea's Global Brand Ambassador Erling Haaland
- Won award for 'Best Use of Social Media' with #MideaWorldClassAwards in partnership with ManCity
- Launched several CSR initiatives for Midea in cooperation with CITC (City In The Community) in New York, Sao Paulo and Jakarta
- Developed brand positioning for MideaGroup's trendy entry-level brand Comfee' within two months to capitalise on eCommerce opportunities during COVID
- Revitalised MideaGroup's Italian-inspired premium built-in brand MasterKitchen + acquired American floorcare specialist Eureka
- Awarded 'Employee of the Year 2018' in MideaGroup's HQ International Business Division
- Leveraged professional swimming background to activate Midea's FINA sponsorship in Windsor and Budapest with a global digital campaign garnering 90+ million views
- Expanded Philips from a minor \$50K per year German account to a multi-million global TOP30 account within three years
- Won Effie awards being part of the Philips' global WPP team (Ogilvy + Millward Brown) for several campaigns for different shaver models across 20+ markets
- Achieved 700+% growth & expanded an Barcelona-headquartered agency network from 25 to 170+ partners within eight years
- Signed ALDI as new client for Spanish ad-agency + transforming it into a multi-million annual account
- Completed the prestigious IRG100 Global CMO Leadership Course - Class of 2023

EXPERIENCES

Midea Group HQ	Guangzhou, China
Global Head of Brand Management & Communications	10/2015 – 03/2024
EMEA Head of Marketing (interim)	07/2023 – 10/2023

- Leading global Brand Governance initiatives & driving synergies across 24 key markets + 9 product divisions as a Business Partner & Capability Builder
- Development & deployment of brand assets for 5 different home appliances brands, including digital brand books + rollout of comprehensive CMSs, whilst managing digital campaigns & website templates
- Overseen design & deployment of all POSM, including in-store communication materials & brand shop setups + nurtured public relations & established a crisis communications handbook & trainings

Accomplishments

- 2015 launched Midea global home appliance brand under the credo 'Global Consistency & Local Relevancy' + conducted regional core target consumer insight studies & ethnography research before globally launching the new global tagline #MakeYourselfAtHome
- 2016-2017 launched Midea's first global, regionally relevant & award-winning brand launch campaign + whilst also activating the Global FINA Sponsorship
- 2017 repositioned MideaGroup's corporate Global Fortune500 brand + introduced a new global website & tagline #HumanizingTechnology
- 2017 spearheaded the Global Sponsoring Strategy development and selected & signed Manchester City, Corinthians São Paulo and AFF Suzuki Cup in 2019
- 2018 relaunched TOSHIBA global home appliance brand with a refreshed brand positioning & a new global tagline #DetailsMatter + led the global development & rollout of new brand guidelines, digital brand book & global award-winning launch campaign

- 2020 established MideaGroup's global trendy, entry-level home appliance brand Comfee' with the tagline #IsHowIFeel! to capitalised on COVID-related online, e-Com and digital opportunities
- 2020-2022 led the Manchester City partnership with award-winning #MideaHomeChallenge + #MideaWorldClassAwards + #TasteTactis campaigns through COVID
- 2022 devised MideaGroup's global 'SmartHome' communication strategy + that laid the foundation for development & global launch of a new 'SmartHome' App at IFABerlin2023
- 2023 negotiated & extended the Global Sponsorship with Manchester City + selected & signed Midea's first Global Brand Ambassador Erling Haaland
- 2023 moved to Dubai to help to establish EMEA's Marketing team while double-hatting the global role

KANTAR Millward Brown

Frankfurt, Germany

Global Account Director (Philips Consumer Lifestyle)

07/2014 – 09/2015

Account Manager (Multi-Brand)

01/2011 – 06/2014

- Consulted leading brands across diverse industries & categories through qualitative & quantitative research methodologies in their insights & campaign development + optimization processes
- As part of Philips' global WPP core team facilitated consumer decision journeys (CDJs) workshops across global key markets + led qualitative consumer insights research before their quantification to improve campaign messaging effectiveness

Accomplishments

- 2011-2013 designed, moderated & supervised multi-country qualitative & quantitative studies and provided strategic recommendations for up-to 20 national & multinational projects annually for a diverse client portfolio, including renowned brands such as: {hospitality} Marriott Hotels, Expedia (hotels.com) and Turkish Airlines {Electronics} Lenovo, Panasonic, SAP, Samsung (Smart TV), Nikon, AEG/Electrolux and Acer {automotive} Audi, Nissan and Iveco and {FMCG} Danone Waters, TCCC (Coke Light), Deoleo (Bertolli), Unilever (Haircare, Becel), JTI (Camel), Diageo (Captain Morgan), Reckitt Benckiser (Calgon), Eckes-Granini, Red Bull, Ferrero and Douwe Egberts
- 2011 trained as a 'STUDIO' facilitator & ambassador - a global workshop methodology that generated actionable consumer insights through bespoke innovative ideation sessions
- 2012 started qualitative research on consumer insights + campaign development with Philips Germany + among those with Juergen Klopp getting shaved with Philips most premium shaver
- 2013 the outstanding work with Philips Germany led to the appointment of Millward Brown's Global lead on the Philips account for all qualitative + quantitative projects
- 2013-2015 as Business Partner + Consultant formed part of the WPP Global Philips team exclusively focussing on the account's growth to become one of company's TOP30 global accounts

ComVort Group HQ

Barcelona, Spain

COO

01/2008 – 12/2010

International Co-ordinator

06/2002 – 12/2007

Assistant of International Co-ordinator

03/2003 – 05/2002

- Grew & orchestrated business operations of 60+ multinational projects annually across the world's largest agency network of more than 170 partner

Accomplishments

- 2002-2010 led the transformation of a small German-speaking ad-agency network into the world's largest network of specialised independent owner-managed agencies and achieved 700% growth in partner agencies from 25 to 170+
- Directed international sales teams across the Americas, EMEA and Asia Pacific + drove global market penetration & sales efficiency
- Developed & continuously enhanced company's website + managed all international public relations to strengthen the network's global brand presence
- Annually organised & moderated Global Conferences in major cities worldwide, including: Frankfurt2003, Barcelona2004, New York2005, Dubai2006, Stockholm2007, Istanbul2008, Chicago2009 and London2010 + including global annual team building activities for 100+ delegates e.g. at London's Abbey Road Studios recording the network's hymn
- Improved targeted communications and customer engagement across diverse markets by creating and evaluating extensive global permission marketing activities
- Constant training & development of a dynamic 7+ team members per year = 100+ of the tenure

ADDITIONAL EXPERIENCES

Jacobi & Partner S.A. (ComVort Partner Agency)	Barcelona, Spain
Consultant (project-based)	03/2002 – 12/2010
Junior Account Director	11/2001 – 02/2002
VPS Fritschken GmbH & AdExchange.	Berlin, Germany
Project/Account Manager & Advertising Instructor	01/2001 – 06/2001
Apprenticeship in Advertising	09/1999 – 06/2001
Intern	01/1999 – 08/1999

EDUCATION

- IRG100 Global CMO Leadership Course | IRG Institute of Real Growth – Online + Cannes
- Behavioural Economics | InsideBE - Online
- Global Branding | MIT Sloan School of Management – Cambridge, MA
- Executive MBA (EMBA) | EAE Business School – Barcelona, Spain
- Advertising Instructor | IHK Berlin – Berlin, Germany
- Marketing & Communication | OSZ Handel – Berlin, Germany
- Psychology | Freie Universität Berlin – Berlin, Germany
- Educational Science, Sociology, Psychology | Technische Universität Berlin – Berlin, Germany
- Abitur & Swimmer | German Elite Sports School – Berlin, Germany

AFFILIATIONS

- Socio – FC Barcelona
- Cityzen – Manchester City
- Founding Member – Lions Club Guangzhou
- Member – Marketing Club Frankfurt