

Contact

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Work

Developed scenarios and designed concepts for future gas station services for the German petroleum industry association UNITI as part of a university project.

Explored and created an exhibition around the topic 'digital detox and its effects on design' as part of a university project in cooperation with the Art Center College of Design, Pasadena.

Authored the book 'Medienheimat. The future of media and brands' to explore the past, present and future of media brands for the 60th anniversary of the German weekly news magazine 'Der Spiegel'.

Designed the concept for an exhibition as part of the 'A-Motion tour' for the initial launch of the Mercedes Benz A-Class.

Expertise

Strengthening brands

I develop brand and communication concepts. Based on contemporary research initiatives I support brands to build a strong positioning, effectively address the right target-groups and integrate relevant trends into their communication efforts.

Uncovering potential for innovation

To create immersive branded experiences, I develop service concepts and business models using creative methodologies like design thinking.

Putting theory into practice

Co-organising events like 'DerMarkentag' and 'GEM-Markendialog' I foster an active exchange of ideas between scholars and practitioners to bring ideas to live.

Profile

After finishing my postgraduate studies at the University of the Arts Berlin covering the topic 'Establishing holistic branded experiences' I collaborated with international brands like Deutsche Bahn, Deutsche Telekom and Spiegel on multiple projects.

Today, I am professor for marketing communications at the Berlin School of Economics and Law and faculty member of the Art Center College of Design, Pasadena. In addition, I am a member of the advisory committee of the GEM (Gesellschaft zur Erforschung des Markenwesens) and jury member of the German Design Award.