



Curriculum Vitae

Georg Alexander Fichtenau

PERSONAL DATA

DATE OF BIRTH 09 | 04 | 1977
NATIONALITY German

WORK HISTORY

For recent updates and projects with interactive content please visit www.Linkedin.com

Jan/2016-Aug/2016

Sales Manager | Project Manager | B2B Media Consultant, InpactMedia GmbH, Berlin, Germany

Effective, well-thought-out marketing content and tactical native Advertising - this is the session, ImpactMedia's publication since 2009. With our high quality periodical themes and trade publications we use one-sided information needs of discerning readers while offering to our customers an ideal advertising environment. Our themes are always at the forefront, high quality journalistic research, direction of current trends and moods and are published in the main economic daily, daily and weekly newspapers of Germany.

Founded 2009 by Edi Karayusuf, about 20 employees
www.inpactmedia.com
Contract: Employee | Full time

B2B Sales

- Planning, execution and coordination of the various marketing strategies
- Brand ambassador and the acquisition of new business partners in medium-sized companies and large corporations
- Project management: Content design in consultation with the editor and customer
- Long-term support, customer relations business associations
- Business co-ordination, meetings at trade fairs, media and PR agencies, associations, PR-journalist, publisher, designers and illustrators.

Jun/2015-Dec/2015

Sales Manager DACH | B2B Consultant, orderbird AG, Berlin

Orderbird is a award-winning provider of iPad POS-System, founded with the aim to offer a POS solution that is intuitive and adapts the needs of modern Gastronomy. With more than 43,000 downloads in the App Store from APPLE and more than 8,000 customers in Germany, Austria and Switzerland and Great Britain and Ireland orderbird POS is the marketleader.

Founded in 2011 by Jakob Schreyer, Bastian Schmidtke and Patrick Brienens, about 120 employees

www.orderbird.com

Employment Type: Employee | full Time

B2B-Sales

- Planning, implementation and coordination of various marketing strategies
- Brand Ambassador and acquisition of new partners
- Support long-term, partnership-business customer relationships
- Responsibility and realization of quantitative and qualitative targets
- Market research and identification of cooperation partners
- In / Outbound Lead processing and qualitative evaluation
- Individual presentation and consultation by phone and screen sharing
- Price and contract negotiations, contract execution and handling
- Communication with the various stakeholders; Managing, Content & Marketing, Software Development, Support, Strategy, IT
- Constant received training to the development of sales techniques of market leading consultant firms

Oct/2014-May/2015

Co - Founder | Corporate Development, 5p la Bajadita, Punta Hermosa, Peru

5p is a Food Experience Environment, the gastronomic foundation with its cultural development and structural implementation takes place in a dry riverbed. Planned as a reforestation project with environmental interior Sustainable Design, Eco-friendly organic food from local Producers, which has been implemented in co-operation with international teams of Artists, gastronomic workers, investors and creative people.

Founded in 2014 by Mario Quiroz, Jonas Kecskemethy-Vass, about 20 employees

www.facebook.com/5p.labajadita

Employment Type: Employee | full Time

Project Manager | Art Director

- Management and coordination of the entire planning and implementation locally
- Implementation of branding and design of the entire business Amenities, hotel concept development and online marketing
- Event management, artist management and personnel planning
- International cooperation with booking agents and club operators
- Market research and acquisition of partners and suppliers
- Introduction and presentation of the location of customers and investors
- Social Media Marketing and PR

Mar/2001-today

Freelancer | Postproduction | Designer, Triad Berlin Projektgesellschaft mbH, Berlin

Designed and implemented as a creative agency for communications in space TRIAD realizes worldwide exhibitions, museums, theme parks, fairs, Brand worlds, Retail Spaces and Events. TRIAD sees itself as Think & Do Tank, the stories translated into spaces - and information in emotion. Project development in-house from strategy consulting Scenography, concept design and media production to structural and

technical planning and the turnkey realization as general contractor and operator. Interdisciplinary and intercultural cooperation for the preparation of future issues with new Technologies.

Founded by Prof. Lutz Engelke 1994
about 180 employees

www.triad.de

Employment Type: Freelancer | Self-employed

Freelancer | Project Manager | Designer

- Cooperation with the design development and implementation of Brand architectures for various leading international corporations
- Planning, implementation of various projects in the field of multimedia
- Documentation and development of film projects for award submission
- Several projects in post-production; Photo, Film for Events, Conventions & Exhibitions; Trend and location scouting; Helicopter shots

Feb/2014-Jul/2015

Co - Founder | Projektkoordinator | CD, SUPERFREI, Berlin

SUPERFREI is a Freelance Network Agency and provides for Design Services a performance and an employee pool of many excellent designers, PR-Marketing and IT professionals from a single source. SUPERFREI establishes contact to specialists who are not freely available on the labor market and are not represented in agencies. With the connection of these contacts a cost effective solution for the implementation of projects is possible without a firm and costly enforcement of a parent. Customers in the sector of e-commerce, fashion, advertising and marketing are the specialty.

Founded by Michael Lenz and Georg Fichtenau 2014 about 10 contractors
www.superfrei.berlin

Employment Type: Freelancer | Self-employed

- Strategy and coordinating the implementation of the business idea
- Acquisition of new partners, HR Management and networking
- Scheduling and monitoring of contracts and communication of customer and contracted designers for the OTTO GROUP / BAUR

Jun/2013-Jan/2014

Creative Consultant | Project Development, Einhauch von Ernst, Berlin

Einhauch von Ernst is my personal project platform for different pitches and product developments. For commercial projects as a design consultant and art director, project manager at planning work for start-ups in Berlin and abroad. Supervision and implementation of events and design projects. For E.g. The SoupanovaEcoSky project in Jakarta, Indonesia was cared for and implemented as a franchise roll-out and as an event location planned with various suppliers and service providers.

Customer: Soupanova EcoSky / PT. Kembar Pendekar Ijo Jakarta, Indonesia
Employment Type: Freelancer | Self-employed

- PM in Berlin for a Berlin sky bar-club-restaurant on the first sustainable built GKM-TOWER in Jakarta with an international cultural program
- Design, interior design, sound design and procurement of Logistics and Purchasing; Acquisition of partners for sustainable Workflow
- Artist / Public Relations and establishing a booking agency in SE Asia

Feb/2012-Jun/2013

**Sales | Marketing | Product Manager,
KBAC GmbH Bad Homburg**

The Kbac GmbH is a start-up in the beverage industry. The lightweight alcoholic beverage Kvass was discovered as russisches popular beverage by the founder in his long career as an account manager and brought to the in the trend and scene gastronomy market. Kvass was developed in collaboration with the professor for trend and New developments in the beverage industry at the University Brewery Weihenstephan.

Founded by Christian Dörner 2012
www.kvass-russian-soda.com
Employment Type: Employee | full Time

Productmanagement | Sales | Distribution | Marketing

- Launch; Production, bottling and logistics in Germany
- Marketing; Conception of the brand launch of the low-alcoholic Soft drink
- Building the brand kvass-RUSSIAN-SODA in the gastronomy scene
- Sales / Strategy, key account: management and maintenance of accounts
- Account Management; Partner support indoor and outdoor service
- Distribution and logistics for large / single-trade-gastronomy, regional Focus Berlin,
- Customer acquisition and initial processing of customer and dealer requests
- Appointment management, customer presentations, contract negotiations
- Creating Online Offline Social Media / PR for the trade press and Messe
- Design and production of promotional materials and displays
- Planning and implementation of promotional campaigns with partners
- Design of Corporate designs in collaboration with other Innovations multipliers and Investor Relations and Sponsorship leading to sale to MBG
- Cooperation with MELVILLE-brand design Munich
- Cooperation with SIDEWAYS, Agency for logistics and distribution in Berlin, former RED BULL Distributors

Oct/2010-Sep/2011

**Freelancer | Projectmanager | Task Force | Designer
VITOLI. GmbH, Berlin**

Vitoli. is an IT service company, which is specialized since 2002 in Service, maintenance and testing of Media and event equipment. In addition VITOLI. and implements high-end solutions in the event and event area.

www.vitoli.de

Company size: 11-50 employees
Employment Type: Freelancer | Self-employed

- Graphics / Interface - Exhibition Design and IT Architecture
- PM for technical implementation of an interactive visitors recognition at VW AUTOSTADT in Wolfsburg

Feb/2000-Nov/2008

**Project Manager | Personal Assistant
Museum Charlotte Zander, Schloß Bönningheim**

The private museum Charlotte Zander comprises the world's largest Collection of Art Naif and Art Brut and is internationally renowned and unique. The exhibition Founder and Collector Charlotte Zander worked with more than 50 years of experience in the art world and as a patron, gallerist and collector. Charlotte Zander was Exhibitor at various fairs such as

ART COLOGNE and KÖLNKUNST and received Awards

www.sammlung-zander.de

Museums, Company Size: 1-10 employees

Employment Type: Freelancer | Self-employed

- PR, Public Relations
- PA, PM, fair and exhibition design, representation of the collection and logistics

EDUCATION

Working Student I Graduant WMF Group, Geislingen an der Steige

Oct/2009-Jul/2010

The WMF AG (originally Württembergische Metallwarenfabrik stock company) is a 1880 established, formerly listed manufacturer of household and gastronomy - and hotel goods legally established in Munich and operating headquarters in Geislingen.

www.wmf.de

Company Size: 5001-10000 employees

Diploma and working student for experimental product development of everyday tools with a focus on food and its transformation into our time. Design and development of prototypes and scientific Cooperation and know-how transfer with the design department and product development

Oct/2001-Jun/2009

Diplom Produktdesign I Fachhochschule Potsdam Design (University of Applied Sciences)

The FHP is the pioneer location for the study of interdisciplinary Project program Produktdesign with the emphasis on design and implementation, new media and synergies in the social Integration and use in products, marketing, advertising. International Cooperation in field trips and projects with professors in partner universities in NYC and external guest lecturers e.g. Hasso-Plattner-Institute and the Filmuniversitaet Konrad-Wolf. Collaborations while studying with industry partners to produce scientifically and practically relevant results, to develop software and product prototypes.

Diploma in Product Designer (FH)

Rating: 1.8 prototype, 1.2 scientific work and presentation

Overall score: 1.8 Dipl supervision of Prof. H. Weizenegger, Prof. R. Funke.

Nov/2000-Jan/2001

University of the Arts Berlin, UDK , Deutschland

Guest study

The Berlin University of Arts is the largest art school Europe. The smallest of the four universities in Berlin was established in over more than 150 years by the gradual merger various educational institutions for music, architecture, painting and design.

www.udk.de

- Course 1: Introduction to the design, Prof. E. Chemaitis
- Course 2: Experimental development, cooperation with MetaDesign

08/1983 | 1986-06/1997

Freie Waldorfschule Ludwigsburg I Heilbronn

Degree: to enter university

LANGUAGES

German	• native
English	• fluent
French	• conversational safe
Spanish	• conversational safe

EXPERIENCE

MS Office	• professional
SAP, Access	• basic
Adobe CS	• professional
Salesforce/ Netsuite	• basic
Sales-Rhetoric	• professional

HOBBIES

Travelled 5 continents already, with surfboard and camera, Music and Dj (vinyl and digital, over 20 years experience and professional performances), snow- and skateboarding, tennis, golf

INTERESTS

Technology (innovative and future-oriented products), Art (Classical and Modern, Photography), Film (socio-critical series, documentaries, sci-fi), Eating and drinking culture (fusion, international and modern cuisine)

DATE

02.11.2017, Lima