

## MARKETING & COMMUNICATION EXPERTISE TOGETHER WITH ENTREPRENEURIAL STRATEGIC THINKING

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Marital status: Single, no children



### MY STRENGTHS

- ... more than 15 year of business experience
- ... Empathetic leadership
- ... KPI & timeline orientation
- ... Structured, analytic, consulting
- ... Keen perception of complex contents
- ... Storytelling skills
- ... Always positive & inspiring

### EXPERIENCE

Presenter, Coach, Conceptioner  
of live-communication marketing activities  
[www.felixheimberg.de](http://www.felixheimberg.de) Berlin, Germany

#### Key clients:

Deutsche Telekom | IFA & CeBIT  
Heidelberg Druckmaschinen AG | DruPa  
Huawei | IFA  
German Ministry of Economics | German Design Award  
TOTAL Deutschland | Partnerforum  
Konica Minolta | DruPa + CeBIT  
Mercedes Benz | CSI training  
German Chamber of Commerce China | German Ball Shanghai  
Bundespresseamt  
DMY Awards 2015  
AURUBIS AG  
Stage Entertainment Hamburg  
Haspa Hamburg  
European Commission | IGW Berlin  
IAAF World Championship | Kulturstadion  
Casio | Photokina

Average turnover p.a. (since 2000): 100k  
My portfolio: Coaching, creation, conception + planning, realization

since 2000

since 2015

Managing Director & Founder  
„tollkuehn media GmbH“ Berlin, Germany  
Publishing house for contemporary comedy plays

**„successful plays, high capacity utilization!“**

USP: Up-to-date marketing, Cross-over campaigning

Turnover Y1(2015): 50 k

Turnover Y2(2016): 150 k (approx.)

My role: CEO

2011 – 2015

Managing Director & Founder  
„heimberglauffer GmbH“ Berlin, Germany  
Full service agency for communication

**Design of comprehensive communication solutions with a strong focus on clear, emotive and effective messages**

USP: Internal communication + B2B communication

Key clients: Bosch, SupplyOn, Converse, Stage Entertainment

Turnover Y1(2011): 50 k

Turnover Y4(2014): 1.000 k

Employees 2014: 6 permanent + 5 freelance

My role: Chief of staff, key account + project management, aquisition, work flow, controlling

### **FURTHER WORK EXPERIENCE**

10/1994 – 02/1996

Community service, Langen, Germany, „meals on wheels“ Arbeiterwohlfahrt

04/1990 – 08/1996

Reebok Sportpromotion, student trainee, Langen, Germany

### **EDUCATION**

08/1998 – 06/2000

Studies in Moderation / Mediapresentation

Hanseatische Akademie für Marketing & Medien, Hamburg

08/1996 – 06/1998

Vocational training as advertisement specialist

Werbeagentur Grey, Düsseldorf

### **PRIVATE INTERESTS**

Cycling, Fitness

Travel

Cooking

Politics