



Timo Schips

Independent Strategy Director

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Date of birth: 11.12.1972

What I believe in as a strategist:

1. The best strategy is useless if it doesn't get implemented. Strategy, service & product design, creative idea & execution and media ideally should work hand in hand.
2. Silo thinking kills innovative ideas before they even have a chance to form. Smart and creative marketing solutions only come out of collaboration and the fun in doing so.
3. Creative, strategy, media, digital are department names from the past. Today innovation and creativity are not bound to disciplines.
4. Blackbox thinking is the start of the end to client relationships.
5. Digital thinking is essential in a post digital world. However, digital should be part of a holistic approach.

Curriculum Vitae

Professional experience:

- Since 11.2015** **Independent Strategy Director, Berlin**
e.g. at: different, antoni, Hi-Res, Nerd Communications, Glück Berlin, Shanghai Berlin, Exit-Network, Die Botschaft, Kreuzbergkind, Römer Wildberger
- 01.2014 – 11.2015** **Head of Strategy, Aimag von Lobenstein, Berlin**
Brands: eg. TUI, Auctionata, auxmoney, lekker Energie
- 11.2010 - 12.2013** **Senior Strategic Planner, Aimag von Lobenstein, Berlin**
Brands: HEAD Tennis International, Lufthansa, ERGO & ERGO Direkt, nutella, Yps, Freixenet, Migros Suisse + numerous brand strategy, brand positioning workshop and new business projects
- 05.2009 - 05.2010** **World traveller and culinary explorer:**
<http://leibspeise.wordpress.com>
- 05.2007 - 05.2009** **Channel Planner, Zenith Optimedia / Publicis Mojo, Sydney, Australia**
Brands: Lion-Nathan, alkoholisches Getränke-Portfolio (Tooheys New, XXXX Gold, James Squire, Barefoot Radler, Beck's, Heinecken, McKenna Bourbon, Inner Circle Rum)
- 02.2006 - 04.2007** **Strategist at Glass / Mediacom, Sydney, Australia**
Brands: Volkswagen, Audi, Procter & Gamble, Nokia, Stolichnaya, Malibu, Kahlua, Hyundai, Pfizer Pharma, vega radio, Merrell, Universal
- 2005** **Strategy Freelancer at different creative agencies, Sydney, Australia**
Brands: eg. Coca-Cola Zero launch with Naked Communications
- 2004** **Senior Strategic Planner at Springer & Jacoby, Hamburg**
Brands: Mercedes-Benz, smart, Maybach and IFAW
- 1999 – 2003** **Strategic Planner at Lucy Planning und Springer & Jacoby, Hamburg**
Brands: eg. Deutsche Telekom, Sat.1 und ProSieben, Lamy, Mercedes-Benz, Maybach und smart, Gala von Eduscho, Payback, Hamburg-Mannheimer, Oldenburgische Landesbank, Playboy, Travel24.com, Coca-Cola und Bonaqa, Aygill's + new business

Education:

12.1998	Master in communication economy and communication technology Master thesis together with Ammirati Puris Lintas, Sydney: "The Brand Experience Book – a blueprint for advertising agencies for how brands can survive in a world of change"
1994 – 1998	Master study course of communication economy and communication technology, University of Media, Stuttgart, Germany
02.1993 – 05.1994	Civil Service duty at Johanniter-Unfall-Hilfe
1992	Abitur, Gymnasium Plochingen

Seminars / Trainings:

- „Design Thinking“, Fachhochschule Potsdam / iversity 2014
- „The Future of Storytelling“, Fachhochschule Potsdam / iversity, 2013
- „Leadership styles and personnel management“, Melanie Kaiser Coaching, Berlin, 2012
- „Emerging media and its strategies“, Australian Media Federation Sydney, 2008
- „Creative Briefing Seminar“, Account Planning Group London, 2001
- „Creative Planning / Idea Management“, Ralf Langwost, 2000
- „Rhetorik and negotiation skills“, Michaela Stock, Hamburg, 1999

Languages, IT experiences and interests:

- German as first language, fluent in English, basic knowledge in French and Spanish
- MS Office, Keynote, Photoshop, InDesign, iMovie, SPSS
- Sport: volleyball, tennis, sailing, skiing, diving
- Cooking, travelling, exploring other cultures

References upon requests

January 3rd, 2018