

# Curriculum Vitae



## Personal

**NAME** Thilo Mutter

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**NATIONALITY** German

**DATE OF BIRTH** 5 March 1968

**ADDED VALUE** Having studied International Marketing in Germany, Netherlands, Australia and France, but having worked always as a new business developer in the role of the associate creative director in leading German and English advertising and sales agencies, I feel confident to add something to your team. Together with a team of 12 people for ŠKODA International Marketing in Prague, I have created the entire Customer Relationship Management environment for more than hundred markets in the world from August, 2012 to January, 2016. After the accomplishment of this project I started my own company (psyfiers.cz), which is now running and I look for a new challenge. I am ready to move and to travel.

I understand myself a commercially-focused, strategic strategically thinking creative, ready to lead a team of great creative folk. I look forward to drive your channel strategy, take charge of the customer experience, champion your brand and challenge me and my team to evolve your marketing approach to grow significantly. I love to push creative boundaries and explore possibilities, while keeping my eye on cost at all times. To take care of the whole marketing gamut is my big love; from strategy and budget, to creative direction, automation, product development and beyond. I feel myself versatile enough to muck in when the pressure's on, but think big picture when it counts. And you naturally get a kick out of doing good work, with awesome people, and leading teams to creative and commercial success.

## Curriculum Vitae

<b>PERIOD</b>	07/2018-today
<b>AGENCY</b>	Timmermann Group
<b>POSITION</b>	External Change Communication Expert
<b>RESPONSIBILITIES</b>	Lead of the Business Unit, Sales
<b>CLIENTS</b>	Novartis, KBS, Deutsche Telekom, Siemens ...
<b>PERIOD</b>	05/2016-today
<b>AGENCY</b>	PSYfiers s.r.o. Prague/CZ
<b>POSITION</b>	Managing Director/Co-Owner
<b>RESPONSIBILITIES</b>	4 employees
<b>CLIENT</b>	AAA Auto, Zvěrokruh, SwissSkills, Bonduelle ...
<b>PERIOD</b>	10/2012-04/2016
<b>AGENCY</b>	HackerAgency s.r.o. Praha/CZ
<b>POSITION</b>	Managing Partner and Chief Creative Officer
<b>RESPONSIBILITIES</b>	14 employees (7 CRM Consultants, 5 Creatives) Global CRM Budget ŠKODA AUTO Budget: € 2 mn/year (2012-2016)
<b>PERIOD</b>	11/2011-09/2012
<b>AGENCY</b>	Gøtter & Helden Werbegesellschaft mbH Hamburg
<b>POSITION</b>	Chief Creative Officer
<b>RESPONSIBILITIES</b>	8 employees, 3 salaried freelancers OLYMPUS Microscopy, Powerwind Energy Plants, LOGO Café, soupster, <u>Desitin (Healthcare)</u> , <u>Medac (Healthcare)</u> . Budget: € 600,000
<b>PERIOD</b>	03/2009-10/2011
<b>AGENCY</b>	Publicis Berlin/dpole Hamburg
<b>POSITION</b>	Executive Creative Director
<b>RESPONSIBILITIES</b>	11/30 employees (dpole Hamburg/Publicis Berlin) Dialogue Marketing B2B/B2C, CRM and Big Data, Mobile, Profiled Communication Concepts Deutsche Post, Chrysler, Jeep, Dodge, Renault/Dacia, Swarovski, <u>OLYMPUS</u> , LOTUS Sports cars, TRIUMPH Motorcycles, PLAN international, RUVILLE Automotive (Schaeffler Group), Siemens, Johnson Controls Budget Volume: € 8 mn

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<b>PERIOD</b>	02/2006–03/2009
<b>AGENCY</b>	Draftfcb GmbH Hamburg
<b>POSITION</b>	Managing Partner/Creative Chief Crew 4 (20 empl.)
<b>RESPONSIBILITIES</b>	New Business, Dialogue Marketing /CRM B2B/B2C
<b>CLIENTS</b>	RUVILLE Automotive, ABN Amro Bank, <u>Beiersdorf (EUCERIN)</u> , Deutsche Messe AG, Lindt Direct Marketing, Dorint Hotels, <u>Novartis Animal Health</u> , <u>Medac</u> , <u>Desitin</u> Budget Volume: € 1 mn
<b>PERIOD</b>	11/2003–01/2005
<b>AGENCY</b>	TEQUILA\ Hamburg
<b>POSITION</b>	<b>Team lead and</b> Creative Director, Team: 6 employees
<b>RESPONSIBILITIES</b>	Head of Creation, key areas: Brand & CRM
<b>CLIENTS</b>	Royal Bank of Scotland, Knorr, AIDA Cruises, Tchibo Coffee, <u>Beiersdorf NIVEA</u> , Nissan
<b>PERIOD</b>	04/2001–10/2003
<b>AGENCY</b>	DetterbeckWider Hamburg
<b>POSITION</b>	Creative Director Copy
<b>RESPONSIBILITIES</b>	Team Lead and New Business Dialogue Marketing for Alfa Romeo, Fiat, Lancia, O2, Deutsche Post, STELLA Musicals, SCHWAB Versand, BonPrix
<b>EARLIER POSITIONS</b>	04/2000–03/2001 ConradGleyThieme Advertising Agency, Group Head Text • 10/1998–03/2000, Hecht Advertising Agency, Hamburg, Senior Copywriter • 07/1995–09/1998 MüllerAD, Aarau/Switzerland
<b>EDUCATION</b>	04/1989–07/1995 Degree course in Foreign Trade and Foreign at Pforzheim University of Applied Sciences Non-graduate Semesters abroad in Rouen/France, Arnheim/Netherlands and Melbourne/Australia

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- Other Activities** 07/2018–today  
Public speaker on topics about communication, change management with a strong emphasis on emotions as a convincing driver for change, inventor of reMINDset  
Recent activities: Speaker at Change Congress 2019, JUVE Change Management Conference for lawyers, 03/2020
- 04/1989–07/1995  
Continuous freelance work as Copywriter /Concept Developer for CreativConcept Advertising Agency, Pforzheim and SENN Management AG, Lörrach/D
- 01/1989–03/1989  
Placement at KHK Software AG:  
Compilation of software handbooks

## Knowledge and Skills

**LANGUAGES** German (native speaker)  
English (proficient)  
Dutch (good knowledge)  
Czech (basic knowledge, intense learning 2x per week)

**COMPUTER KNOWLEDGE AND SKILLS** Microsoft WORD, PowerPoint (advanced), Excel, Presentation and Moderation with and in front of large and small groups; Adobe Creative Suite CC: InDesign, Acrobat, Adobe After Effects, intense Instagram user

**SOCIAL INTERESTS / SKILLS** Founder member and Board member of AcousticGuitarLive network e.V.  
A charitable association facilitating acoustic guitar concerts in Europe, organizing up to 12 concerts/year

Prague • March, 2020

