



Timo Schips

Independent Strategy Director

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How I work as a strategist:

Strategy needs implementation

I think about the feasibility of my strategies right from the beginning and like to work hands-on in the transition from strategy to implementation.

Clarity & inspiration

I use my analytical and creative strengths to clearly get to the heart of complex issues and to quickly turn challenges into solutions applying models and metaphors.

Collaboration and co-creation need leadership

I seek constructive confrontation in collaboration and guide them in the right direction, e.g. in workshops with tried-and-tested tools and creativity techniques.

Not losing sight of the big picture

I start with a critical view of the task at hand, challenge possible solutions and look for the most effective way to reach the goal.

Empathic passion

I don't work in an ivory tower, but involve my customers with my open and approachable personality right from the start and on an ongoing basis.

Never stop learning

I am fascinated by new developments and use current technologies and methods such as LLM/KI, Design Thinking, OKRs, Lego Serious Play, Miro as a natural part of my work.

How I became the person I am today

Professional experience:

Since 11.2015	Independent Strategy Director, Berlin e.g. at: different, antoni, RGA, Exozet, Nerd Communications, JvM, VCCP, Glück Berlin, Shanghai Berlin, Lure Media, Die Botschaft, Kreuzbergkind, VORN, Territory, dirk & philip, dm Drogeriemarkt, Diakonie, BBC Top Gear, Special Olympics World Games
Since 03.2017	Strategy and organizational management consultant, LEA – Become a better organization, Berlin
Since 10.2024	Freelance lecturer, Hochschule Macromedia, Berlin Master seminar „Strategy and Innovation Prozesses“
01.2014 – 11.2015	Head of Strategy, Aimaq von Lobenstein, Berlin Brands: eg. TUI, Auctionata, auxmoney, lekker Energie
11.2010 - 12.2013	Senior Strategic Planner, Aimaq 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:

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|-------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 Esslingen |
| 1992 | Abitur, Gymnasium Plochingen |

Seminars / Trainings:

- "Foundations of AI for Business", appliedAI institute for europe 2024
- "Mastering Digital Transformation", Hasso-Plattner-Institut (HPI) 2019
- "Build. Measure. Learn. Lean Startup Thinking", Udemy 2017
- „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:

- German as first language, fluent in English, basic knowledge in French and Spanish
- MS Office, Keynote, Photoshop, InDesign, iMovie, SPSS

References upon requests

February 1st 2025