



Venerable

1968, dry and sun ripened vintage, a superb choice!

Leading

18 years leadership experience in management positions

Experienced

25 years work experience in agencies as well as in business companies

Educated

Degree (Diplom) in Communication Science (BAW)

seaworthy

2 years naval command

Capable

Excellent PC and Mac knowledge

Bilingual

native language german, english fluently

Enthusiastic

Love for travel and Sports (Golf, Ski, Triathlon)

Profile

Marten Kähler, date of birth 14.09.1968 in Kiel (Germany)

Working experience

since 01/2018

Marketing Consultant

freelancer

- Marketing consulting for service providers as well as small and mid-size companies, Event consulting for adidas

10/2002 - 11/2017

Head of Marketing

ERDINGER Alkoholfrei, Controlling, Merchandising, Online, Fanclub

Erdinger Weißbräu Privatbrauerei Werner Brombach GmbH

- Planning and adoption of marketing budgets, conceptual designs as well as implementation of marketing strategies for the brand "ERDINGER Alkoholfrei"
- Implementation and expansion of merchandising, management and support of the fan-shop
- Strategy, concepts and productions of the "ERDINGER collection" merchandise
- Development and implementation of the concept „ERDINGER Fanclub“
- Conceptual design and implementation of the online presence as well as the social media channels
- Negotiating of contracts and rights
- Leadership and management of 6 employers

07/2001 - 01/2002

Manager Events & Sponsoring

Group3G UMTS GmbH (Quam), München

- Management of the event and sponsorship department
- Strategy development
- Budget control
- Synchronization of event and sponsoring activities
- Implementation of an agency network

10/2000 - 06/2001

Freelance Marketing Consulting

- Marketing-Consulting in IT business
- customers: ComMunic GmbH, MicroConsult GmbH, die multimedia schmiede GmbH, Daidalos GmbH

06/1999 - 10/2000

Head of Marketing

ComMunic GmbH, München

- Promotional productions, direct marketing, media planning and controlling, public relations, market research, analysis and strategy development
- Leadership and management of 5 employers

- 05/1997 - 05/1999 **Marketing-Assistant**
IWT Magazin Verlags-GmbH, Vaterstetten
- Organisation of trade shows and events, sales and ad marketing, market research
- 08/1996 - 04/1997 **Advertising Assistant**
BWR Agentur GmbH, München
- Media planning, -processing and -controlling, project support
- 10/1994 - 04/1995 **Free Advertising Assistant**
heller & partner Werbeagentur, München
- Strategy and concepts, marketing-services, graphic-design
- 04/1993 - 04/1994 **Independant Sales Representative**
Coattec GmbH, Wiesbaden
- Distribution, marketing, organisation

Education

- 04/95 - 04/96 **Study and Degree in Communication Science (Diplom-BAW)**
Bayerische Akademie der Werbung, Munich
- 08/90 - 03/93 **Study of Industrial Engineering**
Technical Universities, Berlin and Hamburg
- 08/78 - 06/88 **Abitur**
Heinrich-Heine-Gymnasium, Heikendorf

Navy service

- 07/88 - 06/90 **Signaller in the federal Navy**
SaZ 2, naval command service, Destroyer Lütjens, Kiel

Internship

- 07/1990 - 09/1990 Legal internship, Attorney Bill Meyer, Toronto
- 02/1992 - 03/1992 Technical internship, HDW AG, Kiel
- 07/1992 - 10/1992 Commercial internship, Arz-Bekleidung OHG, Lorch
- 02/1993 - 03/1993 Technical internship, HDW AG, Kiel
- 09/1994 - 10/1994 Commercial internship, Heller & partner Werbeagentur, München
- 04/2002 - 04/2002 Training at the American Bartender School, München
 Graduation: American Bar and Show tender

Skills

Language

- Native german
- English fluently in speech and writing
- French and Italian basic knowledge

Computer

- MS Office
- Image editing (Photoshop, InDesign)
- Wordpress
- Online (Internet, E-Mail, Online-research and surveys)

Interests

- Sport (golf, ski, sailing, triathlon, swimming, running, cycling, hiking)
- Travel
- Economics and trades

Kontakt

Marten Kaehler
Unterhachinger Strasse 31
81737 Muenchen

+49 151 6511 9440
marten@emkama.com
www.emkama.de