

Jens Hagendorf

Karl-Liebnecht-Str. 9
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Germany

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born in Hildesheim in 1973



References - a selection of projects and clients

freelance strategic planner (November 2003 till October 2011)

Berliner Sparkasse (local bank, account planning, qualitative and quantitative research)

Deutscher Sparkassen- und Giroverband (consulting, development online sales strategy)

Commerzbank (visual concept)

Munich Re (brand architecture, world-wide re-branding, corporate design, in-depth interviews)

ERGO (international sponsoring guidelines)

Volkswagen (brand architecture)

VDA Verband der Automobilindustrie (pitch-presentation, communication strategy for IAA)

Techem (target group research, brand positioning, campaign strategy)

Einrichtungspartnerring (furniture retail, brand strategy)

Jucho & Coll. (corporate bond placement, target group study)

L'Oréal Vichy (qualitative research, target group insights)

Allpresan (pharmacy cosmetics, trend study, product development)

Schwarze Dose 28 (energy drink, brand development)

Berlin Airports (image study)

easyJet (low cost air carrier, four years of account planning, qualitative and quantitative research)

Deutsche Post World Net (worldwide logistics, human resources strategy, qualitative research)

Merck KGaA (brand architecture, world-wide re-branding of Merck Millipore)

NRW-Lokalradios (group of local radios, umbrella brand strategy)

ARD Sales & Services (B2B media sales for TV and radio, brand strategy)

Wall (campaign strategy for Internet terminals)

Verlagsgruppe Georg von Holtzbrinck (re-branding of Urban Media, B2B sales strategy)

Zoo & Co (brand strategy, customer segmentation, connection point analysis)



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References - continued

strategic planner at Publicis Sasserath Brand Consultancy, Berlin and Frankfurt

(2001 till 2003)

Renault, (account planning for the car-lines Twingo, Clio, Megane, Kangoo, Vel Satis)

Nestlé Herta (cold meat, campaign strategy, qualitative research)

Berliner Sparkasse, (local bank, pitch presentation, brand strategy, qualitative and quantitative research)

strategic planner at Publicis Berlin (2000 till 2001)

mobil direkt (mobile phone retail, target group and brand research, brand strategy)

Schott (global glass producer, internal qualitative research, corporate identity)

Schroedel (publishing house for school books, campaign strategy)

11881 (directory assistance, communication strategy)

addays 2000, (presentation on “on-off-integration”)

Diakonie, (charity, strategy for internet website)

BerlinOnline (website for the city of Berlin, brand strategy, qualitative research)

McPaper (stationary retail chain, campaign strategy, qualitative research)

IVG (real estate, campaign strategy)

Education

1995 to 2000 business communication studies at the University of Arts, Berlin

Erasmus-studentship for the London College of Printing

internship at **McCann-Erickson, Frankfurt**

final thesis: “celebrities in advertising“ (published partly in „Der Mensch als Marke“ by Dieter Herbst; Thomas Anders; Peter Olsson et al., Göttingen-Berlin, 2003)

Skills

brand and campaign strategies

brand images and target group insights

communication strategies for medium sized to global brands

workshop facilitation and coaching

pitch presentations and marketing plans

development of research design for qualitative and quantitative surveys

moderation of focus groups in German and English

key findings and in-depth interpretation

excellent skills in written and spoken English



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