



ANDREA BASSERMANN

Executive Consultant
Digital Brand Strategy & Communications



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Andrea Bassermann

EMPLOYMENT TIMELINE

Independent Strategy Consultant
THINK LOUD
2023 – Present

Co-Founder,
Managing Partner &
Head of Strategy
HELLO München GmbH
2008 – Present

Co-Owner, Founder &
Head of Strategy
Q Werbeagentur
2000 – 2008

EXPERTISE



Digital Marketing Strategy



Innovation Marketing



KPI Setting & Analytics
| Maximising ROI



Social Media and
Content Strategy



Digital CRM (Loyalty
Programs & Automation)



Digital Employer Branding &
the Employee Experience

PROFILE SUMMARY

For 25 years, I have built brands that have disrupted the status quo, bringing innovative products to market and driving growth and/or market leadership for organisations with complex customer journeys.

How? By helping C-level leaders/teams to truly understand target audiences, build robust digital marketing platforms based on insight, analysis and testing and integrate brand and performance marketing. Crucially, I apply a holistic, strategic approach and focus on creating common understanding among all stakeholders through clear frameworks, processes and tools to drive success.

As Co-Founder of German Top 50 independent agency HELLO, I am known for constructive challenge. Importantly, I understand business and how to turn creativity into business value. With corporate finance training, and an MBA, I support executives to define clear goals and deliver actual ROI on every digital marketing dollar spent. As a hands-on strategist, I provide pragmatic, peer-to-peer support during strategy development and critically, implementation.

Since January 2023 I am also running THINK LOUD, my own consulting practise.

KEY ACHIEVEMENTS

- **Elevated Three Austria from last place to #2 mobile telecommunications** provider, overtaking established competition through high-profile rebrand initiative establishing clear competitive edge as a challenger brand.
- **Shifted the paradigm in financial services marketing**, building a disruptive digital customer loyalty platform focused on growing sales through existing customers, delivered for BMW Financial Services Germany.
- **Built Hello München GmbH into a Top 50** independent agency in Germany, scaling a passionate and intelligent social media and digital marketing team that service global and local clients, including adidas, Bosch and BMW.
- **Thought leader in digital brand marketing, connected content creation and distribution**, and the importance of tech in modern marketing.

WORK EXPERIENCE

HELLO MÜNCHEN GMBH | Managing Partner, Co-Founder & Head of Strategy

www.hello-muenchen.de | 2008-Present

Founded following the merger of Q Werbeagentur (below) and another Munich-based creative agency, HELLO is a leading digital creative agency in Munich and Vienna with core competencies in social media, digital campaigning, video content production, digital loyalty programs and creative employer branding.

As Co-Founder and MD, I grew the company from 30 to 70 employees within 3 years post-merger attracting major accounts. Current and previous clients include BMW, BMW Financial Services, Mini Financial Services, Bosch, adidas, Fischer Ski, Hutchison Austria, Accor Group, Motel One, Munich Airport, HUK Coburg, HUK24, Invest in Bavaria (Bavarian Ministry of Economics), Swiss Life, MAN Energy Solutions, Osram, ADAC.

Set up and grew the company's social media and digital marketing team, building a vibrant, loyal team of creatives capable of delivering leading-edge digital products, developing and implementing winning talent-acquisition strategy and providing on-job training. Embedded a distinct focus on turning social channels and new digital formats into strategic assets within an integrated marketing plan. Built expertise to focus not only on strategy and content development but also distribution, including complex funnel set-ups and paid media architectures.

Client Projects & Achievements

- Rebranded **insurance sector as an employer of choice** in partnership with German Insurance Association, engaging youth audience via a targeted comms platform and AI-based recruiting.
- Built competitive advantage for **BMW Financial Services**, shifting the paradigm of financial services marketing from acquisition to retention, leading a customer loyalty project focused on existing customers.
- Attracted global investment for business promotion agency **Invest in Bavaria**, creating a new brand and content communication platform, including paid media distribution (Winner of LinkedIn B2B Marketing Award 2019)
- Increased performance of **Adidas' outdoor brand Terrex** by 150% p.a. from 2014-2020, leading global social media with a smart mix of creative content and media distribution.
- Elevated **Three Austria** telecommunications from last place to #2 in market share as lead agency for successful rebranding initiative, establishing Hello's longest lasting client account.

Q WERBEAGENTUR | CO-OWNER, FOUNDER & HEAD OF STRATEGY

2000-2008

Developed multi-channel campaigns for innovative products and emerging brands.

Achievements

- Addressed early reticence for online shopping in key 25-45 demographic in partnership with Amazon.de by launching its first TV campaign in Germany.
- Helped HUK24 become Germany's leading online car insurance by acting as lead creative agency for 12 consecutive years.
- Built a portfolio of pedigree clients through excellence in strategy & campaign delivery, incl. Microsoft, Samsung, VF Corporation, Siemens Health Insurance, Hutchison Austria, HUK24.
- Merged company to found Hello in 2008, continuing productive relationships with key legacy clients, including Three Austria and the German Insurance Association.

KPMG | SENIOR EXECUTIVE, CORPORATE FINANCE

1998-2000

First post-MBA role, engaged to shape and execute strategy in the Media & IT practice.

Achievements

- Crafted a narrative behind business and financial data to support mid-market mergers and acquisitions, incl. cash-flow modelling, business plan development & transaction management.
- Key member of team that established a dedicated e-commerce competence group.

EDUCATION

- **Master of Business Administration (graduated Dean's Honor List)**
Rotterdam School of Management
- **Bachelor of Arts, European Business**
ESB European School of Business (Reutlingen, London)
- **Certified Vocational Training Program in Publishing**
Oldenburg Verlag (Munich)

PROFESSIONAL DEVELOPMENT

- **Social Media Science and Strategy (Summer 2021)**
MIT Sloan School of Management
 - **Digital Marketing Summer School (Summer 2014)**
Stanford Graduate School of Business
 - **Google Analytics, Search Engine Optimisation, Instagram and Amazon Marketing, Digital CRM, Data Protection and Copyright Law**
121 Watt Digital Marketing Academy
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