



# Richard Anjou

Scrum certified Brand Manager, Consultant and Trainer

I'm a self-driven strategic and creative thinker with proven client services and project management skills and a passion for brands, media and cross-channel interactions. With two decades of profound project experience at internationally acclaimed branding and design agencies, I've served in diverse roles across a wide array of international and national brands (B2B and B2C) and their industries. Today, I enjoy recognition for my keen insight, especially in the realm of large corporate branding. I currently also serve as a lecturer at AMD Academy of Fashion and Design Munich, trainer at the School of Life for Business and have contributed to leading German design magazines such as PAGE and Weave.

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## WORK EXPERIENCE

### Independent Brand Manager, Consultant & Trainer

Clients: Serviceplan, Futurice, HW.Design, The School of Life for Business, Academy of Fashion and Design (AMD), Macromedia University of Applied Sciences, Munich Marketing Academy and various clients and agencies

06/2019 - Present

Munich

Achievements/Tasks

- Independent brand manager, consultant and trainer for various international clients and agencies
- Lecturer in the Innovation Management and Design (BA) and Brand and Communications Design (BA) study courses at Munich's Academy of Fashion & Design (AMD)
- Lecturer in the Business Management (BA) study course at Munich's Macromedia University of Applied Sciences
- Member of the faculty team at Munich Marketing Academy
- Member of the faculty team at The School of Life for Business

### Director Client Services

Martin et Karczinski

04/2016 - 05/2019

Munich

Martin et Karczinski is a leading agency for corporate identity, design and brand consulting with 85 employees at its locations in Munich and Zurich. Martin et Karczinski understands corporate identity as a management tool for the entire organization and measurably contributes to customer success with strategic consulting and design. In a leading German CI/CD ranking (Horizont), the agency is ranked 5th and most recently achieved an annual turnover of EUR 12 million.

Achievements/Tasks

- Overall responsibility of client services team including team leadership, management and recruiting, revenue growth and business development. Key clients: Lufthansa, BMW, Daimler, Nürnberger Versicherung
- Lufthansa: Client service lead on the EUR 2 million+ per year account; role included management of the strategy and visual identity development stream of Lufthansa's identity refresh
- BMW/Daimler: Client service lead on the EUR 1 million+ per year account; role included management of strategic positioning, naming and identity development for BMW's and Daimler's mobility services joint venture
- Nürnberger Versicherung: Led the EUR 800k+ per year account; role included overseeing brand implementation and experience projects and guardianship support
- Member of the leadership team and direct report to CEO

## SKILLS

Brand Management

Brand Strategy

Corporate Design

Business Development

Brand Operations

Client Service

Project Management

Corporate Design

Brand Experience

Brand Guardianship

Training

Brand Implementation

Design Journalism

Media Culture

## VOLONTEER

Mentor in the Bauhaus University Alumni for Students Programme (10/2014 - Present)

- Advising Bauhaus University graduates in the professional application and start-up phase

## FURTHER EDUCATION

### Business Management 4.0

ATV Seminare

05/2019 - 10/2019

Munich

Tasks/Achievements

- Continuing professional education in digital management and business transformation, agile project management (scrum), new work, change management etc.
- Certification as Scrum Master and Product Owner

## EDUCATION

### Media and Cultural Studies (MA/Diploma)

Bauhaus University

10/1999 - 09/2003

Weimar

Courses

- Focus: Media Management, Marketing and Visual Culture
- Thesis on corporate identity and design in public broadcasting
- Final Mark: Gut (Second)

### Media and Cultural Studies (Semester abroad)

London College of Communication - University of Arts London

09/2001 - 03/2002

London, United Kingdom

Courses

- Focus: European Media and Culture
- Average Mark: First

## WORK EXPERIENCE

### Head of Creative Services

Peter Schmidt Group (BBDO) [↗](#)

02/2015 - 12/2015

Munich, Frankfurt/Main

Peter Schmidt Group, a member of BBDO Group, has been leading brands to greater success for over 40 years and is currently Germany's leading brand and design agency with offices in Hamburg, Düsseldorf, Frankfurt, Munich and Tokyo. The studio effectively combines strategic consultancy with state of the art design, brand implementation and brand management solutions and continues to create brands that inspire and dominate markets since 1972.

#### Achievements/Tasks

- Overall responsibility of The Linde Group's creative services team, operated by Peter Schmidt Group, including strategic budget, resource and process planning for brand and marcomms activities across all relevant markets and channels
- Key accomplishment: Led the transition from an external creative support team at Peter Schmidt Group to an in-house brand implementation team at The Linde Group
- Direct report to Peter Schmidt Group's management team

### Client Director

Lambie-Nairn (today: Superunion) (WPP) [↗](#)

06/2010 - 01/2015

Munich

#### Achievements/Tasks

- Responsible for the organizational and commercial leadership of key clients including Airbus Group (previously EADS) and Telefónica
- Airbus Group: Led the EUR 1 million+ per year account; role included management of brand transition from EADS to Airbus Group, including the rebrand of three major aerospace and security firms
- Telefónica: Led the brand guardianship programme for Telefónica's local B2B corporate brand
- o2: Led and managed naming, tone of voice and audio branding projects for Telefónica's local consumer brand
- Lambie-Nairn ambassador and reputation builder in DACH regions and key contact for potential clients and suppliers

### Independent Brand Manager & Design Journalist

Clients: KMS TEAM, Lambie-Nairn (today: Superunion), DTV Book Publishing House, PAGE [↗](#)

07/2008 - 05/2010

#### Achievements/Tasks

- Interim client director at Lambie-Nairn [↗](#)
- Interim project manager at KMS Team [↗](#)
- Independent trailer producer, e.g. for DTV Book Publishing House [↗](#)
- Editorial contributions to German design magazines, e.g. PAGE [↗](#)

### Project Manager

BDA Creative [↗](#)

06/2006 - 06/2008

Munich

#### Achievements/Tasks

- Responsible for managing the relationship with key clients, including the management of brand and experience design projects. Key clients: BR Bayerischer Rundfunk, Erstes Deutsches Fernsehen, ZDF Zweites Deutsches Fernsehen
- Key accomplishment: Led the brand identity refresh of BR Bayerisches Fernsehen, one of Germany's major public broadcasters

### Project Manager (interim)

ProSiebenSat.1 AG [↗](#)

2006 - 2006

Munich

### Project Manager (interim)

Erstes Deutsches Fernsehen [↗](#)

2004 - 2005

Munich

## EDUCATION

### Editorial Training

Adolf Grimme Academy [↗](#)

07/1996 - 12/1997

Marl

### A-Levels

Fritz Erler High School of Economics

06/1995

Pforzheim

## LANGUAGES

German

Native or Bilingual Proficiency

English

Full Professional Proficiency

Swedish

Limited Working Proficiency

French

Elementary Proficiency

## INTERESTS

Cooking

Photography

Arts

Philosophy

Music

Literature