



TIM OLIVER MEIER

CREATIVE STRATEGIST

PROFILE

Passionate creative communication and strategy expert with experiences in agencies, publishing networks and global FMCG companies. Strongly connected to purpose driven brand experiences, multi-channel activation and content creation within digital and analog worlds.

CONTACT

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EDUCATION

Master of Business Administration (VWA) 1998-2001	VWA Bochum, Germany
Apprentice Industrial Business 1998-2000	Japan Tobacco International, Cologne, Germany
Ryf Management Training 2007-2008	Hamburg, Germany
Design Thinking 2019-2020	Cooper Professional Education

EXPERIENCE

Creative Strategist 2017 - YTD	Freelance Campaign and strategy development for agencies and brands like Live Nation, Audi, Auxmoney, Lufthansa, adidas etc.
Director Consumer Marketing 2016 - 2017	Häberlein & Mauerer AG Strategic development of a purpose driven brand foundation for Google Germany in the fields of education, art, design and music.
Director Agency 2010 - 2015	Gemeinsame Sache GmbH & Co KG / Hörstmann Unternehmensgruppe Creative pop-culture brand experience solutions in experiential-, content- and digital-communication for brands as SOS Kinderdörfer, Puma, Jägermeister, Heineken, Samsung and many more.
Brand Manager / Experiential Manager 2002 - 2010	Bacardi Deutschland GmbH Branded culture platform development in art, design & music for brands like Bombay Sapphire Gin, 42 Below Vodka, Finlandia Vodka, Bacardi Rum, Martini and many more.

INTERESTS

Spending time with my son inspires me as well as urban culture between art, music and food, or nature with snowy mountains, silent woods, breaking waves and always surprising underwater worlds.



Motorcycles



Reading



Travel



Music