

### **Brand Consulting Director**

The Brand Consulting Director is responsible for providing effective strategic brand consulting for our clients, from conducting an initial analysis to developing and implementing a cutting-edge vision. A deep understanding of various client situations and their divergent needs is the key to your success.

#### **Professional requirements:**

- A degree in business administration, communication or design with a focus on marketing
- Approximately ten years' experience in strategic brand consulting at an agency (corporate identity/design agency, planning agency) or management consultancy
- Extensive knowledge of traditional consulting methods and tools
- Strong client management skills, in particular the ability to conduct workshops and give presentations at top management level in German or English
- Analytic and conceptual skills coupled with the courage to forge new paths
- A strong sense of aesthetics and the capacity to think abstractly and figuratively
- Experience managing interdisciplinary teams
- International experience

#### **Personal requirements:**

- A charismatic personality and confident demeanor
- A motivating and inspiring character
- A passion for brands and brand visualization
- Clarity of thought and action

#### **Human Relations**

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