

OLIVER KOCH

SENIOR MARKETING COMMUNICATIONS & BRAND EXPERIENCE LEADER

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PROFESSIONAL SUMMARY

International B2B marketing and communications leader with 30 years of experience across industrial, automotive, logistics and technology-driven environments. Track record in brand strategy, integrated campaigns, global product launches, experiential marketing and complex stakeholder management. Experienced in leading cross-functional teams, agencies and multimillion-euro budgets. Combines strategic direction with hands-on delivery and current digital-marketing expertise.

CORE COMPETENCIES

Global Marketing Communications | International B2B Marketing | Brand Strategy | Integrated Campaign Management | Product Launches | Content Strategy | Experiential Marketing and Events | Digital Marketing | SEO and SEA | Lead Generation and Funnel Optimisation | Marketing Analytics | Budget and Resource Management | Stakeholder and Agency Management | Team Leadership | Website and CMS Operations

PROFESSIONAL EXPERIENCE

Career Transition & Professional Development | 01/2026 - Present

Applied Online Marketing Manager Advanced, ecomex | Germany (programme started 07/2026)

- Advanced professional development in SEO, SEA and artificial intelligence (AI) for marketing, including AI-supported content, campaign planning and marketing workflows.
- Practical application in content marketing, performance marketing, website development, WordPress/Elementor, search visibility, campaign optimisation and marketing analytics.

Account Manager | 11/2021 - 12/2025

HCB Projektentwicklung GmbH | Bonn, Germany

- Supported prospective buyers throughout the residential-property sales process, from initial enquiry to handover and defect resolution.
- Developed exposés, marketing concepts and sales materials for houses and residential plots.
- Planned and evaluated property viewings and coordinated purchasers, trades, estate agents and banks.
- Calculated and monitored construction costs and managed operational project processes.

Global Manager Marketing Communications | 11/2018 - 10/2021

Apex Tool Group, LLC | Besigheim, Germany

- Led global marketing communications for Cleco Power Tools and supported the wider industrial product portfolio.
- Directed international product launches with marketing, sales, product teams and external agencies.
- Managed global project teams and senior stakeholders across functions and markets.
- Conducted market and competitor analysis, delivered international trade fairs and managed global translation and website operations.

Marketing Communications Specialist | 12/2017 - 10/2018

Apex Tool Group, LLC | Besigheim, Germany

- Managed EMEA marketing activities for US hand-tool brands including Crescent, Gearwrench, Campbell, Jacobs Chuck and SATA.
- Created sales and marketing materials and supported regional sales teams across the portfolio.
- Defined growth targets and KPIs, managed budgets and resources, and delivered trade fairs and customer events.

PROFESSIONAL EXPERIENCE - CONTINUED

Career Transition, Freelance Work and Voluntary Refugee Support | 06/2017 - 11/2017

Stiftung Karlshöhe | Ludwigsburg, Germany

- Contributed to voluntary refugee-support activities during a planned career transition.

Head of Events | 04/2009 - 05/2017

Imc.communication GmbH | Stuttgart, Germany

- Led international key accounts including Audi, Johnson & Johnson, Mercedes-AMG, Postbank, Schuler Group and Volkswagen.
- Managed client budgets exceeding EUR 10 million and interdisciplinary teams of up to approximately 30 people.
- Developed integrated event and communications strategies for international live, hybrid and virtual brand experiences.
- Owned end-to-end delivery, including stakeholder, risk, quality and KPI management, and introduced new processes and service offerings.

Senior Project Manager | 12/2005 - 03/2009

TC Gruppe GmbH | Ludwigsburg, Germany

- Managed large-scale communication and event projects for Daimler, Metro, KONAMI, Maybach, Mercedes-AMG, the State Ministry of Baden-Württemberg, Volkswagen and Yello Strom.
- Held responsibility for client budgets up to approximately EUR 5 million and teams of up to approximately 10 people.
- Developed international event strategies and brand experiences and managed schedules, resources, risk and quality.
- Created concepts, presentations and budget calculations and negotiated with clients and service providers.

Project Manager | 01/2001 - 11/2005

project concept GmbH | Herten, Germany

- Managed live-marketing projects for international brands including BFGoodrich, Shell and Volkswagen, covering concept development, budgeting and execution.
- Delivered large-scale events with up to 80,000 visitors per weekend, including site planning, visitor flow, traffic and safety concepts.
- Coordinated authorities, emergency services, sponsors, creative teams and technical suppliers and led six- to seven-figure project budgets.

Executive Assistant | 10/1996 - 12/2000

Sponsor Partners / Bob Bomlitz Group | Bonn, Germany

- Supported Deutsche Post, Deutsche Bahn, Deutsche Telekom and Volkswagen across event, PR and sponsorship projects.
- Prepared decision documents, presentations, budgets and market analyses and supported pitches and client meetings.
- Worked closely with executive management on strategic, organisational and operational priorities.

Military Service - Press and Public Relations Unit | 01/2000 - 11/2000

Federal Ministry of Defence | Bonn, Germany

- Worked in the ministry's press and public-relations unit following basic training.

EDUCATION

Communications Management (Kommunikationswirt) | TERTIA

DIGITAL TOOLS

Microsoft Office (Word, Excel, PowerPoint) | Adobe Photoshop, InDesign and Illustrator | WordPress and Elementor | Drupal CMS | Google Ads | Rank Math SEO | HubSpot (basic) | Salesforce (basic) | QuarkXPress (basic) | SPSS | you3000 | ProAD

LANGUAGES

German: C2 | English: C1 | French: A2 | Spanish: A2