



Dietmar Dahmen

Creative Consultant, Visionary, Futurologist and Innovation Expert

"Dietmar is an enricher of people, brand, user experience"

Dietmar Dahmen has been variously Creative Officer or Director with DDB, Ogilvy and BBDO. He now works as a creative consultant, with emphasis on up to date marketing and digital trends and solutions. Since 2011 he has also held the position of Chief Innovation Officer with the multinational online agency ecx.io.

TOPICS:

- Context is King Kong
- Digital Storytelling
- Embracing Change
- What's next?!

LANGUAGES:

He presents in English.

IN DETAIL:

Dietmar started out as a strategic planner, and later moved on to become a highly decorated creative. For almost 10 years he lectured disruptive advertising at the Film Academy Baden Württemberg in Germany, winning 16 times gold and silver awards with his students at the Young Directors Awards in Cannes. He is a member of both the Creative Club Austria and the Art Directors Club Germany and functions as the expert for digital transformation and innovative marketing with the European Association of Communication Agencies (EACA). In 2013 he also co-founded the eco-platform Earthback in Berlin, where he operates as a consultant and partner

WHAT HE OFFERS YOU:

In his presentations, Dietmar Dahmen discusses how people and organisations can adapt to change. With over 20 successful years of experience in the ever-shifting, innately competitive world of advertising, he knows his subject well.

HOW HE PRESENTS:

As he makes clear in his presentations, Dietmar is keenly aware of the importance of staying ahead of the curve and the pitfalls of falling behind. Change happens quickly, and brands must be responsive to this.