

**HI I'M
MORITZ
HARBIG.**

/SENIOR BRAND AND COMMUNICATIONS STRATEGIST

/DIGITAL INNOVATION CONSULTANT

PROFESSIONAL CAREER

SENIOR COMMUNICATIONS STRATEGIST | FALLING WALLS FOUNDATION

BERLIN | JULY 2020 – TODAY

www.falling-walls.com

Falling Walls is the unique global hub connecting science, business and society. Actively shaping the future of humanity by impact-oriented ideas and discoveries, driven by a shared dedication for creating breakthroughs across borders and disciplines. In the lead for branding, communications and formats at Falling Walls Engage, I am working with a small team to spread the field of "Science Engagement" and help the brand follow its vision to become the global platform for Science Engagement. I am in charge of the overall brand strategy and subsequently the brand and channel development, to arrange and interlock all communication efforts according to the strategy and keep all activities target-group-focused and -relevant, based on qualitative and quantitative research.

SENIOR BRAND AND MARKETING STRATEGIST | FREELANCE

BERLIN | OCTOBER 2017 – TODAY

www.moritzharbig.com

Helping agencies, companies and startups find, nurture and re-define their brand-core, shape communication-strategies and build strong, sustainable and lasting relationships their clients care about.

My approach always starts and ends with the consumer-perspective; My work is built specifically for and around the consumer, user and client of a product or service by engaging in qualitative and quantitative research to gather a deep understanding of the consumers mind, their relation to the brand or company and find potential hurdles and opportunities along the way. The essence of that to me is a strong 'Consumer Insight' – the interception of the brand and its consumer – which serves as a base for everything else to come: brand vision, mission and positioning, core and key messages, the messaging structure as well as the communication and campaign strategy. This can be further translated into concrete product or service implementations as well to drive conversion, retention, general engagement or drive awareness of the overall brand perception. And since all brand assets originate out of the consumers mind, they ensure consumer-relevancy and actual lasting value for the brand and company.

DIGITAL INNOVATION AND BUSINESS CONSULTANT, MINDFULNESS COACH | INSIDEOUT

BERLIN | JANUARY 2018 – JULY 2020

To get rid of the bullshit in consulting, me and my business-partner founded InsideOut, a sustainable consultancy for the digital world, build on the core belief that *empowerment* is a key to lasting change and value. We engage within the field of systemic and C-Level coaching, digital business and innovation consulting, employee branding as well as mindfulness coaching. To ultimately empower companies by working with their most important resource: their employees. We are specifically aiming to find a way to facilitate the potential every person contains within, focusing on unleashing ideas, creative impulses, value and purpose

SENIOR BRAND AND MARKETING STRATEGIST | 7NXT HEALTH GMBH, A PRO7SAT1 COMPANY

BERLIN / UNTERFÖHRING | NOV 2016 – SEPTEMBER 2017

www.prosiebensat1.com

In the lead of crafting the brand and coherent digital product within a new business unit for Pro7Sat1 Media SE, in the field of fitness and mindfulness for DACH, UK and USA markets.

By working closely with IT (front and backend development), product management, business development and online marketing I shaped and translated the brand and product vision through ongoing consumer-research, based on distinct insights to bring maximum efficiency to all teams and actual value to the user.

BRAND AND MARKETING STRATEGIST | FREELETICS GMBH

BERLIN / MUNICH | SEPTEMBER 2015 – OCTOBER 2016

www.freeletics.com

In the lead of crafting the brand and jointly conceptualizing the product with a strong consumer insight driven point of view for the second digital product 'Freeletics Gym'. Within that, I've been developing the brand strategy (mission, vision and positioning) based on initial quantitative and qualitative online and offline consumer research in close cooperation with the development team to guarantee maximum consumer-relevance. I designed, planned and executed the coherent brand campaign and marketing strategy, embedded within the long-term company strategy, PR and business development, strategic brand cooperations as well as viral social and performance marketing.

CONCEPT AND STRATEGY CONSULTANT | DORTEN GMBH

BERLIN / STUTTGART | OCTOBER 2014 – AUGUST 2015

www.dorten.com

Developing, implementing and executing product and consumer-experience concepts, innovative formats, communication and brand strategies as well as creative workshops and labs for various clients such as BMW, BMW i, DriveNow, Bosch eBikes, SYNK Group, Mozilla Firefox, Quirin Bank, Berliner Volksbank, BVG, Birkenstock or Robbe & Berking.

JUNIOR STRATEGIC PLANNER | MCCANN ERICKSON GERMANY

BERLIN / FRANKFURT | MAY 2013 – SEPTEMBER 2014

www.mccann.com

Developing the consumer-centric strategy and creative planning skill; conducting quantitative as well as qualitative consumer research, market-, marketing- and brand-surveys as well as producing creative briefings based on distinct consumer insights

Crafting, pitching and executing those consumer-centric communication and product strategies, workshops and research panels for various clients within the global worldgroup-network such as Siemens Healthcare, Statoil, Santander Bank, Deutsche Bank, L'Oréal Men Expert, Opel Digital, Birkenstock, Lambertz and various small and medium-sized businesses.

JUNIOR PROJECTMANAGER AND CONCEPT CONSULTANT | SIRUP DIGITAL COMMUNICATIONS

BERLIN | JUNE 2011 – JUNE 2012

www.sirup.com

Working for the owner-managed digital transformation e-business & digital branding agency, in the field of consulting and concept development while internally and externally coordinating various digital projects such as mobile and web-apps, webpages, intranet and extranet solutions, including clients such as Phineo, Residenztheater München, BmfSFJ and Meyer Hosen.

EDUCATION

UNIVERSITY-DEGREE: BACHELOR OF ARTS IN MEDIAMANAGEMENT | MEDIADESIGN HOCHSCHULE
BERLIN | GRADUATION SEPTEMBER 2012

SCHOOL EDUCATION: ABITUR (A-LEVEL) | LANDSCHULHEIM GROVESMÜHLE
VECKENSTEDT | GRADUATION JUNE 2008

FURTHER EDUCATION: MUSIC PRODUCER AND AUDIO-ENGINEER | DEUTSCHE POP-AKADEMIE
BERLIN | GRADUATION MARCH 2019

FURTHER EDUCATION: FITNESS- AND NUTRITION COACH, B-LICENSE | AHAB-AKADEMIE
BERLIN | GRADUATION JUNE 2014

HOBBIES AND INTERESTS

PHILOSOPHY, PSYCHOLOGY AND AN IDEALISTIC WORLDVIEW BASED ON UNITY

I am very passionate about asking the bigger questions, why are we here, where are we all going and what is each of us responsible for to ultimately get there? I am certain that unity, togetherness and working with each other are the only possible ways to really make the world a place where everyone can prosper and be happy in the future, to live authentically, positive, forward-looking and eventually be happy and fulfilled.

MUSIC AND MUSIC-PRODUCTION

I am a passionate musician, multi-instrumentalist and music-producer, creating music for the soul within genres such as ambient, downtempo and electronic IDM. The purpose of my music is to facilitate an intimate, emotional connection with the listener – to provide a moment of calmness and clarity, to really feel what's deep down inside of us. To follow this path, I studied music production and audio-engineering, graduating in march 2019.

MINDFULNESS, HOLISTIC NUTRITION AND SUSTAINABILITY

For many years now I am trying to live mindful with myself and my environment. As a fitness and nutrition coach, I engage in topics such as body awareness, holistic foods and healthy living. I am committed to live sustainably and eager to fulfill my part in leaving this planet in a better and forward-looking way, for new generations to prosper.