



André Eichbauer

Personal information

André Eichbauer
Donnersbergerstr. 34
80634 Munich

0049 - 177 - 4984145

40 years old
unmarried, 1 child

Education and career

Since 12/14_Freelance Project Manager

09/14 - 11/14_Baby Break

05/12 - 08/14_Senior Project Manager

KMS BLACKSPACE GmbH, Munich
Accounts: Audi exhibition international,
Audi Original parts and accessories

02/12 - 04/12_Account Director

Pepper GmbH, Munich
Accounts: Toshiba, Alphabet

07/09 - 01/12_Account Director

Wunderman GmbH, Munich
Accounts: Microsoft (CEE), Kodak (EMEA)

12/07 - 06/09_Senior Account Manager

Wunderman GmbH, Munich
Account: Microsoft Server & Tools – Product Launches

04/05 - 11/07_Senior Account Manager

Kiesow und Kruse Werbeagentur GmbH, Munich
Accounts: Fujitsu Siemens Computers, Pirelli

01/03 - 03/05_Partner

subsign - werkstatt für kreative kommunikation, Munich
Accounts: Kuffler Gastronomie, retarus, Sanyo

12/01 - 12/02_Partner

ventitre lounge, Bologna

07/00 - 11/01_Account Manager

ePunkt GmbH, Munich
Accounts: Hoerbiger Hydraulik, Sensano, Gmund Papier

02/98 - 06/00_Junior Account Manager

augner_könig, marketing- und kreativ-agentur GmbH, Munich
Accounts: Informix Software, Check Point Software,
Bardusch, PeopleSoft, Recaro

10/96 - 01/98_Junior Account Manager

Pioch & Pioch Werbeagentur, Konstanz
Account: African Safari Club

09/95 - 09/_Partner

Melody Jay, Unterschleißheim

04/94 - 08/95_Production, storage, shipping

Rainbow Technologies GmbH, Unterschleißheim

03/94_Industrial manager

W.L. Gore & Associates GmbH, Putzbrunn

07/91_Secondary school level certificate

Staatliche Realschule, Vaterstetten



Latest projects, selection

2014_Audi stand Mondial de l'Automobil, Paris

2014_Audi car presenter exhibit

2014_Audi theme blades exhibit

2014_Audi navigation update campaign

2013_Audi stand IAA, Frankfurt

2013_Audi stand NAIAS, Detroit

2013_Audi navigation update campaign

2012_Audi care product campaign

2012_Toshiba partner portal relaunch

2012_Alphabet merger awareness campaign

2011_Microsoft Office 365 launch campaign

2011_Kodak photo booth product campaign



Awards

2010/2012_Client Satisfaction Award for the Microsoft Central/Eastern Europe team

2014_ADC - Golden nail for the Audi stand IAA, Frankfurt 2013

2014_Red Dot Award - Best of best for the Audi stand IAA, Frankfurt 2013

2014_ICONIC Award - Best of best for the Audi stand IAA, Frankfurt 2013

2014_Automotive Brand Contest - Best of best for the Audi stand IAA, Frankfurt 2013



Languages

German (native tongue),
English (fluent both written and spoken),
Italian (basic)

Software

Microsoft Office,
Apple Keynote,
Apple Merlin (basic),
Adobe CS (basic)



Marketing

Dialogue marketing B2B/B2C,
CRM,
ATL/BTL,
Channel,
On- and Offline