

PROF. DR. RAINER ZIMMERMANN

- born in 1956, married with Kristin, two children Jasper and Merit
- since 2005 professor of communication design at the FH Düsseldorf
- member of FH Düsseldorf's university council
- Scientific Advisory Council of the Identity Foundation
- Head of DeekelingArndt Think Tank
- Chairman of the jury of the GWA Social Effie
- Editorial Board Member Journal of International Communications
- studied German philology, journalism, sociology, M.A., Dr. phil.
- worked as freelancing author, journalist, communications consultant
- since 1992 shareholder Kohtes & Klewes, since 1995 CEO
- Teaching activity 'Integrated communication' and 'Campaigning' at the European Business School Oestrich-Winkel and at the Westphalian Wilhelms University Münster
- since 2000 shareholder and CEO of BBDO Germany
- Teaching activity at the European Business School Krems/Donau and at the Johannes Gutenberg University Mainz (Brand management)
- Substitutional President of the Association of Communication Agencies (GWA)
- Chairman of the supervisory board of the start AG
- founded and formed as CEO since 2003 the European agency Pleon with 35 offices in 15 countries
- Publications: See www.zedelwerk.com



ZEDELWERK

PRESS COMMENTARIES

“The Agency Architect. In 1992 he transferred to Kothes&Klewes which he grew, to become the market leader in Germany.” (“Der Agentur-Architekt” 1992 wechselte er zu Kothes&Klewes, die er anschliessend zum Marktführer in Deutschland machte.“)
HANDELSBLATT 14. March 2000

“BBDO needs more modern company-drivers and group-architects. The Rheinländer Zimmermann is that par excellence (...) already in the first year the 45 year old delivers record figures.” (“BBDO braucht eher den modernen Unternehmenslenker und Konzernarchitekten. Der Rheinländer Zimmermann ist das par excellence (...) bereits im ersten Jahr legt der 45-jährige Rekordzahlen vor.“)
DIE ZEIT 15. Mai 2001

"The 46 year old doctorate Germanist has excellent insights from the Communication and Advertising Businesses. In only three years, he managed to put the largest German Agency back on track." (Der 46-jährige promovierte Germanist kennt sich bestens aus im Kommunikations- und Werbegeschäft. In nur drei Jahren hat er die zuvor ein wenig vom Kurs abgekommene grösste deutsche Agentur wieder auf Wachstum getrimmt.“)
SÜDDEUTSCHE ZEITUNG 25 Februar 2003

... the relaxed communication talent (...) Architect of the Agency-group PLEON.” („... das non-chalante Kommunikationstalent (...) Architekt der Agentur-Gruppe PLEON.“)
HANDELSBLATT 7 March 2006