

# Ado Michael Nolte

Name / Surname: Ado Michael Nolte  
Date/place of birth: January 19th, 1966, Hamburg  
Nationality: German

## **Associate**

KundenbüroHH N&R GmbH & Co. KG

2012 – Today, Hamburg (Germany)

KundenbüroHH is a consulting and advertising agency specializing in the development of customer-centric digital retail solutions, CRM programs and marketing campaigns for an optimal shopping experience and best customer satisfaction, and based on the fusion of the online and offline for new online shop and store concepts based on omni channel commerce. At the moment or formerly working for: Zooplus, Wempe, Görtz, ECE, Saturn, Jacques' Wine Depot, Rollei, Tchibo Coffee Service, Kühne & Nagel and many others.

## **Head of the Marketing & Visual Merchandise Department**

Takko Holding GmbH

2010 – 2012, Telgte (NRW, Germany)

Marketing Director for all 16 Takko countries: Brand management, development of TV campaigns, production of retail brochures, online marketing, CRM campaigns / direct marketing, public relations, visual merchandising.

## **Head of the Marketing & Branding Department**

Conrad Holding SE

2008 – 2010, Hirschau (Bavaria, Germany)

Marketing Director for: Brand management, campaign development, multi-channel advertising, B2C online marketing, retail trade marketing

## **Head of the "Living & Electronics" Marketing Department**

Tchibo GmbH

2006 – 2008, Hamburg (Germany)

Category management: Trend scouting, product development, sourcing and marketing of non-food products in the segments "Living & Electronics"

## **Head of the Non-Food-Advertising Department**

Tchibo GmbH

2002 – 2006, Hamburg (Germany)

Development and implementation of weekly advertising campaigns for the non-food sector of

Tchibo. Multi-channel approach: TV, print media, outdoor advertising, radio, magazines, catalogs, online shop. Development and implementation of packaging for non-food products.

### **Marketing Director**

Tchibo GmbH

1999 – 2002, London (United Kingdom) and Hamburg (Germany)

Development and implementation of marketing strategies, device-related offer forms and coffee ranges for the defined target segments (HoReCa, Office Coffee Service) of Tchibo's B2B coffee division (Tchibo Coffee Service).

### **Marketing Manager**

Tchibo GmbH

1991 - 1999, Hamburg and Bremen (Germany) and London (United Kingdom) product

management for the B2B coffee division of Tchibo (Tchibo Coffee Service).