

# CV LUDWIG HOOS



## Berufliches

### 1979

High school diploma and training as a bank clerk  
Frankfurter Sparkasse 1822, [www.frankfurtersparkasse.de](http://www.frankfurtersparkasse.de)

### 1981

Studied business administration, completed basic studies  
Johann Wolfgang-Goethe University, Frankfurt am Main

### 1987

Sales management (freelance)  
OPTOGENA eG - purchasing, marketing and business management services for more than 300 affiliated opticians throughout Germany; development in the East after the fall of the Berlin Wall

### 1992 - 2000

Authorized signatory and employee in the parental business  
Bankhaus Heinrich Gontard & Co. and Heinrich Gontard & Co. Asset Management KG

### 2000 - 12.2009

Limited partner and freelancer  
Heinrich Gontard & Co. Asset Management KG

### 2000 - 2019

Owner  
Ludwig Hoos Ideas & Products, [www.ludwig-hoos.de](http://www.ludwig-hoos.de)  
Branch: Marketing & Advertising  
Sole proprietorship

### 2020 - today

Owner  
Ludwig Hoos Profiling of companies, [www.ludwig-hoos.de](http://www.ludwig-hoos.de)  
Branch: Marketing & Advertising incl. Coaching  
Sole proprietorship

## Associations/clubs

### **2008 – 2018**

Board of Directors (Board Member)  
FreuNacht e.V., Schöneck  
Branch: Non-profit institutions  
Idea generator, board member, employee, motivator

### **1.2009 - 2012**

Board members (honorary)  
Marketing Club Frankfurt, [www.marketingclub-frankfurt.de](http://www.marketingclub-frankfurt.de)  
Branch: Marketing & Advertising  
Non-profit, 1001-5000 employees

As Board Member I was responsible for the existing membership structure as well as for the growth in the largest and oldest of all 66 German Marketing Clubs. In September 2009, my colleagues and I lifted the MCF over the 1,000-member hurdle to nearly 1,200, the first of 66 clubs in Germany to do so. This means that every 14th member of one of 66 marketing clubs in Germany is a member in Frankfurt.

### **2018 - 2019**

Board of Directors and Managing Director  
ACG Germany e.V.  
Industry: M&A, Private Equity  
Non-profit, 60 members in Germany, 14,000 worldwide.

### **Since 2010 - today**

Honorable Member  
American German Business Club Frankfurt  
Industry: Association for the cultivation of American/German (business) relations  
Non-profit, 200 members

### **Since 2019 - today**

Member of the board of trustees and sponsor  
Sportstiftung Hessen [www.sportstiftung-hessen.de](http://www.sportstiftung-hessen.de)  
Collaboration in the Marketing team, in addition responsible for Corporate Design.  
In addition, team member in corporate identity/growth.

## Miscellaneous

### Professional

Specialized in small and medium-sized enterprises (SME), I support entrepreneurs, companies, and associations with my know-how. The focus is on the conception and creation of brand and marketing strategies up to the integration of all related trades.

Building on trained as well as experienced knowledge from all areas (conception, research, graphics, law, web, employees, development, and distribution of own products/brands) as well as research-based methods, consulting or training, it is all about one goal: increasing the value of companies.

Supplemented by targeted coaching of both management and (future) employees, their respective strengths are made aware - this is supported by "LINC Personality Profiling", a systematic coaching tool based on appreciation.

### Qualifications

- 1) Business management basics through apprenticeship, basic studies as well as management of an own business as well as through cooperation in the parental business.
- 2) sales experience in the environment of OPTOGENA eG and through sales of own products
- 3) permanent further education in the field of IT
- 4) well-founded, partly self-taught education in the field of graphics/design (today also working as an advertising agency for Bach Premium Cars Frankfurt - Bentley, Lamborghini, Spyker)
- 5) Trademark know-how, e.g. through brainstorming, research and registration of own as well as third-party trademarks (FreuNacht, SolaLuna, Aristaeus, CleanAD, etc.)
- 6) profound marketing know-how (since 1999 advisory board in MCF, board of directors' members, today board of directors ret.

### Strengths

- 1) Leadership
- 2) Empathy
- 3) Idea generation
- 4) Visioning
- 5) Strategy Formation
- 6) Starter
- 7) Network
- 8) Motivation of people
- 9) Team player
- 10) "Egg-laying Woolly Pig" = idea>vision>implementation across the entire spectrum of product development, marketing, and sales
- 11) Cost-conscious, as entrepreneur himself