

Curriculum Vitae
Christian G. Hirsch

PERSONAL DATA

born October 6th, 1955 in Goepingen

EDUCATION

Business Trainee with Siemens AG
Studies in Business Administration, Nuremberg and Cologne
1983 Diploma (Majors: Marketing, Industrial Sciences)

PROFESSIONAL EXPERIENCE

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| 1983 | Unilever/Union Deutsche Lebensmittelwerke
Brand Manager |
| 1988-1992 | McKinsey & Company, Inc., Dusseldorf and Brussels
Management Consultant (specialized on Strategy and Marketing)
Euro-Consultant at McKinsey Euro Center, Brussels
Consultant for FMCG and Media |
| 1992 – 1998 | Burda Media, Munich |
| • | 1992 - 1994 Deputy Advertising Director |
| • | 1994 – 1998 Managing Publisher, Bunte |
| • | 1995 – 1996 Managing Director Burda Services
Responsible for the development of
the first digital applications and e-
commerce business models |
| • | 1996 – 1998 Publishing Manager Bunte |

since 1998 CIVITAS International Management Consultants GmbH
Executive Search Firm
Partner
Focussed on projects on C-level in Digital
Transformation, Professional Services, Private Equity
and Industry

ADDITIONAL ACTIVITIES

1980 – 1981 President AIESEC LC Cologne
1981 German Delegate International Congress

AWARDS AND ANNOUNCEMENT

1998 - 2016 President of the Kommunikationsverband Bayern BWF
e.V. / Bavarian Association of Advertising

2000 - today EBS, Oestrich-Winkel
Member of the Advisory Board of the EBS-Symposium

2005 – today AmCham Munich
Member of the Hospitality Committee

HOBBIES

History, Jazz, Classical Music, Mountain Walking