

Kontakt

patzimme@gmail.com

www.linkedin.com/in/
zimmermannpatrick (LinkedIn)
medium.com/
@Patrick_Zimmermann (Blog)

Top-Kenntnisse

Digitale Strategie
Design Thinking
Digitale Transformation

Languages

Deutsch (Native or Bilingual)
Englisch (Full Professional)
Französisch (Full Professional)

Honors-Awards

Commendation for outstanding effort
and progress

Patrick Zimmermann

Manager Experience Strategy Consulting bei Publicis.Sapient
Köln, Nordrhein-Westfalen, Deutschland

Zusammenfassung

You're looking for someone that understands the difficult relationship between companies & their customers and masters the craft of business & design? Over the years, at IDEO, Publicis.Sapient and Publicis.Emil and with a Master in Business and Design I have perfected the knowledge to apply design thinking and human-centered design methodologies to the complex ambiguous corporate problems.

Specialties include: Experience Strategy with an emphasize on user and market research, Digital and Marketing Strategy development, Service and Business Design, Design Thinking and Human-centered Design methodologies as well as business analysis and development.

My background, while extensive, isn't traditional. During my business and management studies I have designed lamps for Red Bull, created an online shop for a t-shirt label for fun and wrote a half dozen business plans which never saw the day of light. Working at Bosch, right after my studies gave me the freedom to start my own company. Leveraging my knowledge in the electro mobility field, I created a portfolio of electromobility products for hotels in the Austrian mountains. This made me discover my passion for entrepreneurship running through my veins ever since. It also opened my interest to extend my skillset in a more customer centric approach to business. I found the answer of this quest in Gothenburg, Sweden with a Master in Business and Design at a design and craft university.

After an internship at IDEO, 3,5 years at Publicis.Sapient, whereof 10 months at Publicis.Emil, here I am: a passionate experience strategist combining the best of two worlds: business and design, with great empathy and entrepreneurship in my veins.

Currently, I am working as the strategy director in region overseas for Publicis Emil and guide our local strategy team in the 27 markets together with the team in Berlin.

Please reach out: patzimme@gmail.com

Berufserfahrung

Publicis.Sapient
Manager Strategy Consulting
Oktober 2018 - Present

Publicis Emil
Strategy Director Overseas
August 2018 - Present
Berlin

Working as strategy director in region overseas to guide our 27 markets together with the regional team in Berlin. This includes:

- Developing a consistent sprint approach towards Customer-led Marketing and a video training for all markets
- Establishing a central knowledge platform for the ongoing communication exchange with markets
- Hosting a recurring best practice sharing event across 6 time zones with over 90 participants
- Establishing a Marketing KPI Dashboard for the region with the data team
- Supporting with the integration of the media agency especially for the sprint approach and Customer-led Marketing process, as well as the Marketing KPI Framework
- Agency presentation to C-Level clients (i.e.: Daimler CMO and Global Sales)

Internally, contributing to establish new ways of working:

- Setting up project scoping templates
- Establishing a central knowledge platform and guidance for efficient file sharing
- Driving towards more efficient internal communication, collaboration and ways of working

Publicis.Sapient
Strategy and Consulting | Sr. Experience Strategy
Januar 2017 - September 2018 (1 Jahr 9 Monate)
Köln, Deutschland

Working as senior experience strategist for our global clients:

- Service design and design thinking, workshop facilitation for a utility company
- Process design, agile product development and go-to market strategy for a utility company
- Experience Strategy, developing an experience brand in the retail industry
- Customer journey, experience ecosystems and globale workshop facilitation in the retail industry
- Global roll-out of mobile first website and e-commerce platform for a FMCG company
- Primary and secondary consumer research, behavior analysis for a financial services company
- Digital business transformation approaches for pitch projects
- Managing junior strategists

SapientNitro

Strategy and Consulting | Associate Experience Strategy

Oktober 2015 - Dezember 2016 (1 Jahr 3 Monate)

Köln, Deutschland

Working as experience strategist in the strategy department for our global clients:

- Consumer journey, consumer ideation workshop facilitation for CPG company
- consumer research, digital brand strategy, website relaunch for a utility company
- Consumer journey, UX principles, KPI framework for a automotive company
- Thought leadership at conferences, internal events and universities

Göteborg University

Experience driven Strategy: Master Thesis

Januar 2015 - Juni 2015 (6 Monate)

Göteborg, Schweden

Topic: Experience driven Strategy - Placing the customer experience at the center of the organizational strategy

IDEO

Business Designer Intern

September 2014 - Januar 2015 (5 Monate)

Munich

Working as a business designer during my internship for two client projects:

- Global brand strategy for a retail company

- International business development, loyalty program development for an automotive company

Volvo Group Trucks Technology

Student project

April 2014 - Juni 2014 (3 Monate)

Göteborg

Developing a service concept and business model for Volvo GTT's new technology.

ekib Design Ltd.

Founder and CEO

Juli 2011 - April 2014 (2 Jahre 10 Monate)

TZM Technolgy GmbH

Business Coordinator

Dezember 2012 - Juni 2013 (7 Monate)

Robert Bosch GmbH

External Consultant

Juni 2010 - November 2012 (2 Jahre 6 Monate)

ProjectBlau GmbH

Internship: Creation & graphic design department

März 2009 - Mai 2009 (3 Monate)

Munich

Ausbildung

Hyper Island

Experience Design Lab · (2016 - 2016)

Högskolan för Design och Konsthantverk

Master of Fine Arts (M.F.A.)/Master of Science (M.Sc), Business & Design · (2013 - 2015)

Ludwig-Maximilians Universität München

Bachelor of Science (BS), Wirtschaftswissenschaften · (2007 - 2011)

Lycée Jean Renoir Munich

Dual degree: ABIBAC · (1994 - 2006)

Pocklington School, England

· (2004 - 2004)