

DR. TOBBIAS SCHLÖMER

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After completing his studies in economics and sinology at the Ruhr University in Bochum, Tobias Schloemer started his professional career at Henkel KGaA in Düsseldorf as an assistant to the management. Subsequently he held various positions in marketing and sales at Henkel in Düsseldorf and Paris. He introduced the e-commerce business, was the first global key account manager in worldwide sales, and built up the category management for retail customers. As TUI's marketing director for Central Europe, Tobias Schloemer was responsible for the online and offline business and built up the CRM and buyer persona management. Thereafter, he held several management positions at Deutsche Bank, where he spent almost 15 years as Director Global Marketing & Communications, building up brand management, customer loyalty management, marketing automation and online marketing in Europe and Asia. Tobias Schloemer is the co-author of the Amazon bestseller „Inbound! Das Handbuch für modernes Marketing“, and in his function as a coach and trainer he supports people to develop their skills and full potential.

