

PROFILE

Stefan Messerknecht

Managing Partner - hmmh AG



Stefan Messerknecht joined hmmh in 2006 and, as a managing partner, is focused on the business development of the agency.

He has a degree in Business Administration and his personal engagement includes work with the Bremen Chamber of Commerce, the Bremen-Weser Rotary Club and the Association of Sponsors of German Science. Prior to his role as managing partner at hmmh, Stefan Messerknecht worked in the USA as Manager of Strategy & Planning at Linotype-Hell AG and as Marketing Manager at Siemens TelPlus. After

this, he led the Messerknecht corporate group as a managing partner. In his presentations, Stefan takes as his subject the importance of disruption and the accompanying digital transformation processes, drawing on his huge wealth of experience, both within Germany and abroad. He also speaks about new strategies for agencies and companies, as they are today faced with markets in which complexity and dynamism are exploding. The courage to make changes and a sound knowledge of current and future market trends in the digital economy are key sources of potential success.

Born:

1963 in Bremen

Family:

Married,
three children

[to LinkedIn profile](#)

Career history:

- Linotype-Hell AG, USA
- Siemens TelPlus, USA
- The Messerknecht corporate group

Key themes:

- Digital transformation of business and the media
- Agency and corporate strategy
- Agency and corporate development
- Agile transformation
- Connected Commerce

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