



**Dipl.-Ing./MBM  
Matthias Giebel  
CMO**

Berndt&Partner GmbH  
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## Curriculum vitae

Born on May 12, 1966 in Berlin, Germany

Study of Packaging Technology from 1990 on, graduation as engineer in 1994

Postgraduate study of Business Marketing, graduation as master of business marketing (MBM) in 2003

Employment with Berndt&Partner since 1994

Shareholder with Berndt&Partner since 1998

CMO with Berndt&Partner Packaging Consultants since 2007

## Professional assignments and activities:

- 1994 to 1997 project engineer and project manager with Berndt&Partner Packaging Innovations
- Since 1998 consulting, creating, and project planning for numerous international pharmacy companies, branded article companies, packaging companies and mechanical engineering companies with main focus on the strategical consultation - Berndt&Partner Packaging Consultants
- Regular publications in national and international packaging-related trade papers
- Jury member in various national and international packaging competitions (3M-competition, DLG inspector)
- Spokesperson and lecturer during different training events in the packaging area (main topics: Innovation management, Business-to-Business-Marketing, strategy development)
- Inventor and holder of several national and international patents
- Teaching-commissioned in Berlin TFH – packaging technology FB
- Active member in the BDVI (alliance of German packaging engineers)