

## **CV MICHAEL VOLKMER, OWNER AND CEO**



Michael Volkmer was born in Augsburg, Germany, in 1965. Following his training as a photographer and subsequent work as a camera assistant, he studied Communication Design at Wiesbaden University of Applied Sciences. He received his first national accolade for his final year project "Hotel Panico" – a music CD-ROM for the well-known German singer Udo Lindenberg.

In 1994, together with Anette Scholz, he founded the agency Scholz & Volkmer in Wiesbaden, Germany. Today, he heads the agency as owner and CEO together with the Managing Directors Peter Post and Christian Daul. The focus of the creative agency for digital brand management lies on 360-degree-communication: corporate websites, E-Commerce, Mobile Marketing, Dialogue Marketing, Installations as well as Digital Live Events.

Michael Volkmer launched the "see conference" in April 2006 in Wiesbaden. This event was repeated for the sixth consecutive year in 2011.

The agency's work for customers like Lufthansa, Coca-Cola, Mercedes-Benz, Swarovski, Adidas, EnBW, Panasonic and McDonald's has already received over 550 national and international design awards at events that include the Cyber Lions Grand Prix in Cannes, ADC Germany, ADC New York, the Clio Awards and the New York Festivals. Scholz & Volkmer is currently 8th in the new media ranking by the magazine W&V.

Michael Volkmer has served as a jury member during numerous national and international competitions, including the Cyber Lions in Cannes, the New York Festivals, ADC Germany, the Cresta Awards and the if communication design award.

## Jury membership

09.10	Cresta Award, New York	International
05.10	ADC, Art Directors Club Germany, Frankfurt	national, Head of Jury
08.09	Cresta Award, New York	international
05.09	German Multimedia Award	national
08.08	Cresta Award, New York	international
02.08	Best-of-Business-to-Business-Award (BoB)	national
05.06	iF communication design award	national
04.06	Cresta Award, New York	international
03.06	ADC, Art Directors Club Germany, Berlin	national
02.06	D&AD, London	international
05.06	iF communication design award	national
04.06	Cresta Award, New York	international
03.06	ADC, Art Directors Club Germany, Berlin	national
02.06	D&AD, London	international
06.05	IP impulsProgramm, Vienna	international
04.05	Clio Award, New York	international
03.05	ADC, Art Directors Club Germany, Berlin	international
02.05	One Show Interactive, New York	international

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08.04	Golden Drum, Portoroz	international
05.04	Cresta Award, New York	international
02.04	ADC Art Directors Club Germany, Berlin	national
11.03	New York Festivals	international
07.03	Design Award Switzerland, Langenthal	international
03.02	Cannes Cyber Lions, Cannes	international
02.02	Clio Award, Chicago	international
11.01	German Designers Club, Frankfurt	national
08.01	London International Advertising Award	international
07.01	Banner @ward, Munich	national
04.01	Design Award Schleswig-Holstein, Kiel	regional
11.00	iF Industry Forum, Hannover	international
10.00	Shortcuts 2000, Mainz	regional
02.00	Art Directors Club, New York	international
02.00	One Show Interactive, New York	international

### Guest lectures

04.11	see conference #6, Wiesbaden	Introduction and moderation
05.10	University of Applied Sciences Darmstadt	Digital Branding and the relevance of the contents

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04.10	see conference #5, Wiesbaden	Introduction and moderation
01.10	„Junior Economists“, Wiesbaden	Digital Branding
04.09	see conference #4, Wiesbaden	Introduction and moderation
03.09	Evangelic Academy Tutzing	Radically different
04.08	Evangelic Academy Tutzing	The Change of Advertisements
04.08	see conference #3, Wiesbaden	Introduction and moderation
10.07	German Design Conference, Berlin	Human Brand Interfaces
09.07	Evangelic Academy Tutzing	The Principle of Attention
04.07	see conference #2, Wiesbaden	Introduction and moderation
01.07	Evangelic Academy Tutzing	Human Brand Interfaces
11.06	Stuttgart Media Days	Human Brand Interfaces
09.06	DMMK Interactive Design	Making information perceptible
05.06	VDZ Creative Workshop, Mallorca	Crossmedia
04.06	see conference #1, Wiesbaden	Introduction and moderation
05.05	Wiesbaden University of Applied Sciences	Data visualisation
10.03	Swiss Design Award, Langenthal	Web design
09.03	Heidelberg Annual Report Forum	Online annual reports
07.02	Hessen Infoline Network, Wiesbaden	Orientation in the Internet
04.02	Multimedia Creative Centre Hesse	Significance of web design

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11.01	eDIT 2001, Frankfurt	Moving images in interactive media
06.01	Wiesbaden University of Applied Sciences	Start-Up-Management Scholz & Volkmer
08.00	Marketing Club Augsburg	Calculating costs for websites
06.00	Wiesbaden University of Applied Sciences	Software in Paperware
04.00	Macromedia User Conference, Paris	Computer Based Training
03.00	Engineering forum Bingen	Design concept of Scholz & Volkmer
10.99	Institute of Marketing & Communication, Wiesbaden	Online and offline strategies
07.98	Wiesbaden University of Applied Sciences	Interactive navigation concepts
03.97	University of Augsburg	Qualification in the area of new media
02.96	Cyber-World, Bern	Design and creation of a CD-ROM

### Teaching positions

01.08	Supervision diploma project of Arne Stach	Analysis of the culture of the most creative agencies
10.06	Teaching position at Darmstadt University of Applied Sciences, Faculty of Media Management	Communication Design
10.05	Teaching position at Darmstadt University of Applied Sciences, Faculty of Media Management	Communication Design
03.04	Supervision diploma project of Rainer Eidemüller	Website Fraport Retail-Special
09.03	Supervision diploma project of Christoph Kehren	Website Mercedes-Benz "7 Years Later"

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09.02	Supervision diploma project of Petra Kongil	Online shop systems
03.00	Teaching position at Darmstadt University of Applied Sciences, Faculty of Media Management	Website analysis
09.99	Teaching position at Darmstadt University of Applied Sciences, Faculty of Media-System-Design	Future scenarios for interface design