

# Dr. Hasso Kaempfe

Ex-CEO of Jägermeister and Adviser for  
Entrepreneurs

Hasso Kaempfe is the ex-CEO of Jägermeister and adviser to entrepreneurs. He started as a speaker for Jägermeister and was then a member of the Board of Directors responsible for marketing, PR, production, human resources and law issues. He currently advises family companies, and is a senior adviser to the Swedish financial investors EQT. He also helps young entrepreneurs to be successful in the brand industry.

“One of Germany’s leading  
brand experts”

## In detail

Dr. Kaempfe started in 1982 as the in-house lawyer and later the chief legal adviser of Tchibo Holding AG. At the same time he was a lawyer for the court of Hamburg. In 1989 he was appointed member of the Board of Directors of Tchibo Frisch Röst Kaffee GmbH in Hamburg. Since 2004 he has been also member of the Board of Directors of Markenverbandes and until 2007 he was also a member of the Board of Directors of Nord/LB inne.

## What he offers you

Dr. Kaempfe’s extensive experience of managing in the most challenging circumstances and his experience in branding and strategies at the highest level make him ideally positioned to inspire today’s business leaders about strategic planning, effective leadership and branding.

## How he presents

A distinguished speaker, Dr. Kaempfe is an excellent communicator, captivating audiences with his experiences and sharing his insight on effective branding and entrepreneurship. His presentations are always peppered with his characteristic humour.

## Languages

He presents in English and German.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us. See below for details.



## Topics

Branding

Leadership

Entrepreneurship

Company's Ethic

Change Management

Motivation

Strategic Planning

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