

ROLAND BISCHOF

PROFILE

Roland Bischof is one of the most renowned experts on the market for sponsoring, marketing and testimonials. As a German entrepreneur, he is also a speaker, author, founder of the Initiative Deutscher Fußball Botschafter (German Football Ambassador Initiative) and Vice President of the FASPO (Association for Sponsoring in Germany, Austria and Switzerland) as well as a member of the jury for the Kulturmarken Award. He started out in 1986 as one of the pioneers in the sponsoring sector and over the past 30 years has managed around 500 national as well as international projects focusing on sport. He is a bestselling author with over 15,000 books sold in the fields of sponsoring and event marketing plus 20 years of national and international speaking experience.

VITA

At the start of his self-employment in 1986, sponsoring hardly existed in any noteworthy form. Until the EXPO '92 in Seville, where he headed the VIP area of the German Pavilion, he concentrated mainly on national sponsoring, marketing and the organisation of sports and music projects. This was followed by several international engagements, which to this day allow him to draw on a wealth of experience from almost a hundred countries.

As CEO of Presented By GmbH, a sports business agency with offices in Berlin and Monaco, he accompanies companies, clubs and investor groups in their search for the right brands and markets. Step by step he also built up an international testimonial pool of celebrities from sports, film, music and art.

He has also been consulting athletes for over twenty years. His first client was the incumbent European football champion Thomas Helmer, who still trusts him today. In addition to numerous football greats, he now also looks after leading athletes of other sports such as the NHL superstar Leon Draisaitl.

SPEECHES

Roland Bischof is one of the most renowned speakers in the field of sponsoring and marketing. With his passion for sport, especially football, his personal closeness to sports celebrities and his wide international wealth of experience, he has been inspiring audiences for 20 years. In his keynotes and impulse speeches he combines relevant topics with inspiring entertainment. His authentic, positive and credible mentality takes the audience on a journey into the world of brands, marketing, sports and business.

AREAS OF EXPERTISE

Sponsoring, sport business, marketing and communication

LANGUAGES

German, English

BRIEF PROFILE .pdf

BOOKING REQUEST

speaker@presented-by.de | +49 (0) 30 2809 8798