



Curriculum Vitae

Frank-Michael Schmidt

Frank-Michael Schmidt is Chief Executive Officer of Scholz & Friends Group. Furthermore he leads, in collaboration with Christian Tiedemann, the Scholz & Friends holding Commarco as CEO and Partner.

Frank-Michael Schmidt was born in 1962 in Berlin. During his degree course in journalism, philosophy and political science at the Freie Universität Berlin (graduating as Magister Artium) he worked as a freelance journalist and copywriter. In 1989, he started his professional career as assistant to the board of management at Wilkens Ayer (now FCB) in Hamburg. From 1991, he worked as strategy consultant for the then market leader, Lintas. Before joining J. Walter Thompson, Frank-Michael Schmidt ran his own management consultancy company for strategic brand management. Until moving to Scholz & Friends in 2003, he was chief strategic officer at J. Walter Thompson Group in Germany, where he was in charge of strategy and new business development.

From 2004 until 2008, Frank-Michael Schmidt has been a member of the board at the GWA (German Association of Communication Agencies). He was named "Agency Man of the Year" by the trade magazine "new business" in 2006. The "Jahrbuch der Werbung" (German "Yearbook of Advertising") portrays him as the most notable person in the communication business in 2009.