




# Christian Ortlepp


Sports Media Agency - Sports-Consulting


## Personal

 29.12.1972

 German


## Contact

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## Skills

- Certified AI Manager
- My Client = My Partner
- Communication
- Positioning
- Networking
- Crisis-Management
- Fast Implementation

## Languages

- German: Mother tongue
- English : Niveau B2

### Since 09/25 Partner/Client: GAMECODE.AI

- Media strategy and cooperation
- On going support and advice
- Coaching

### Since 09/24 Partner/Client: Peter Knäbel (SFV-President)

- Ongoing Support and Advice
- Strategy Election campaign Candidacy President of Swiss Football Association

### Since 06/22 Partner/Client: Burson (bis 06/24 BCW Sports)

- Media coverage and positioning of projects
- FIFA World Cup 2030 (e.g. Figo/Iniesta)
- FIFA World Cup 2022 (e.g. Placement ILO)
- Women's Football Topic (e.g. Menstruation)
- Drone Champions League (Dubai & Saudi-Arabia)

### 06/21 - 12/23 Partner/Client: FC Schalke 04

- Strategic media analysis and media implementation
- Media support and media work with Peter Knäbel (board of directors sport), Rouven Schröder (sports director) and André Hechelmann (technical director)
- Preparation and briefing for media appearances
- Crisis Management (e.g. sponsor Gazprom, Relegation)

### 01/20 - 05/22 Partner/Client: Felix Magath

*Hertha BSC (03/22 - 05/22)*

- Mission 'stay in the league' - cooperation media & Media analysis Hertha BSC Berlin - Class retention
- Flyeralarm Global Soccer (01/20 - 05/21)*
- Positioning and medialization of the Flyeralarm brand with 'Felix Magath' & 'Flyeralarm Global Soccer project
- Coordination, preparation and implementation of international and national media appearances
- New hires and reorganizations of the media departments after Promotion to the 2nd Bundesliga (Würzburg) and class retention (Admira)

### 07/17 - 09/19 Partner/Client: Matthias Sammer & Eurosport

- Positioning and medialization of the Matthias Sammer brand with Eurosport
- Founder, presenter and media manager of the TV and online format "Sammer-Time" with Matthias Sammer

- Moderation of the format “interview of the week” (including Uli Hoeneß, Aki Watzke, Karl-Heinz Rummenigge, Rudi Völler, Manuel Neuer, Mario Götze, Julian Nagelsmann)
- SportBildAward of the Matthias Sammer brand with Eurosport

**07/00 - 06/17 Chiefreporter Sport1 / TV, Online, Digital**

- Responsible for reporting on FC Bayern Munich on Sport1 on all channels (TV, online, social media)
- Management and further development of the reporter team
- Studio guest in TV programs and TV talk shows
- Live switching

**06/09 - 06/15 Media Manager TV-Talk-Show Audi Star Talk**

- Development and implementation of the media strategy for the new talk format
- Distribution and medialization with return of investment for the customer AUDI
- Branding “AUDI Star Talk”
- Content Marketing Award 2015 Germany for “AUDI Star Talk” by “Handelsblatt” and “Absatzwirtschaft”

**06/10 - 07/20 Project developer and project manager Bavarian Football Association (BFV)**

- Founder of BFV.TV, the football magazine of the BFV, with match reports and background stories from the Regionalliga
- Further development up to “All games and all goals” from the ‘Regionalliga Bayern’
- Cooperation with Sport1: Live matches from the ‘Regionalliga Bayern’ with millions of views
- Bavarian Sports Award 2012 category “innovations in sports” by the Bavarian Minister President Horst Seehofer
- Founder, director and presenter from “BFV.TV – Der Wintertalk” with guests including Uli Hoeneß, Matthias Sammer, Bastian Schweinsteiger, Philipp Lahm, Thomas Müller, Michael Köllner, Manuel Baum

**06/06 - 06/08** ÖSTERREICH – oe24.at, Salzburg (Red Bull Salzburg, Giovanni Trapattoni, Lothar Matthäus, Franz Beckenbauer, ÖFB-Team EM 2008)

**07/99 - 06/00** TM3, Munich (Champions League TV, Head of Bayern Munich with Karl-Heinz Rummenigge, Stefan Kuntz, Hansi Müller, Matthias Sammer)

- 06/96 - 06/99** Premiere (=Sky), Hamburg
- 03/93 - 05/96** Radio Gong 96,3, Munich (FC Bayern and TSV 1860)
- 06/93 - 05/95** Volunteering 'Rosenheimer Journal', Rosenheim
- 09/91 - 05/93** Industrial business management assistant with Business and social studies