

Contact

www.linkedin.com/in/georg-christof-bertsch-372457b

(LinkedIn)

www.bertsch-bertsch.com

(Company)

en.wikipedia.org/wiki/Georg-Christof_Bertsch (Personal)

[witten.group](#) (Company)

Top Skills

Business Development

Start-up-Unternehmen

Nutzerzentriertes Design

Languages

English (Full Professional)

Spanish (Full Professional)

Italian (Limited Working)

French (Full Professional)

German (Native or Bilingual)

Certifications

Systemischer Organisationsberater

Online Marketing Foundations

Gruppendynamisches Training

Publications

THE WORD Chennai Water Forum -
embrace our rivers

Material Grove - from traditional
material to material innovation

Der Wasserkessel von Michael
Graves

Identifying humanitarian design
opportunities in spaces of extreme
restriction

SED-Schönes Einheits Design,
Design der DDR

Georg-Christof Bertsch

Owner BERTSCH.Brand Consultants // Anchorman DDCAST-

Podcast // Director Content & Program WDC Campus

Frankfurt Rhine-Main Metropolitan Area

Summary

I help industry leaders, entrepreneurs, start-ups and cultural leaders to activate their positioning potentials. Together with my wife Annette I am the founder of BERTSCH.BRAND CONSULTANTS.

With over 25 years of experience in working with corporate leaders, speakers, activists and influencers across the globe, I have developed an understanding of how to translate purpose in corporate positioning that drives positive impact.

My firm B.BC created a dynamic consulting process with significant track-record, designed to assist entrepreneurs, thought leaders and cultural activists to unfold and communicate their identity and messages.

Experience

DDC Deutscher Designer Club e.V.

Board Of Advisors

April 2018 - Present (8 years)

Frankfurt am Main, Hessen, Deutschland

Design Institute für Mobilität und Logistik

Co Founder, Board member

April 2014 - Present (12 years)

Building the network, developing the business

BERTSCH.BRAND CONSULTANTS

Owner / Inhaber

May 1995 - July 2025 (30 years 3 months)

Frankfurt am Main, Germany

Principal and founder together with Annette Bertsch

Deutscher Designtag e.V. (DT)

Member of the Europe/International council

August 2022 - November 2022 (4 months)

Berlin, Germany

Deutscher Designtag e.V. (DT) is the umbrella organization for design trade and professional associations and institutions in Germany. As the central interface between design, politics and business, it promotes an understanding of design and stands for the value that design contributes to the progress of society, business and culture. As the "Design Section" of the German Cultural Council, the DT participates in discourse with the German government on issues that are relevant to Germany and its partners in terms of social and economic policy.

Museum der Weltkulturen

Board Member

November 2011 - August 2022 (10 years 10 months)

Frankfurt

I'm proud to have served as member of the board of WELTKULTUREN Museum, a globally unique institution with the focus on the integration of cutting edge positions from Art, Design, Media and a critical reflection of it's own history and collection of about 70.000 items.

Hochschule für Gestaltung Offenbach

Professor h.c.

April 2008 - August 2022 (14 years 5 months)

Offenbach (Frankfurt area)

After 14 years at the Hochschule für Gestaltung in this honorary professorship for intercultural design I chose to leave the institution in order to dedicate my free time exclusively to the Deutscher Designer Club

Education

Technische Universität Berlin

· (1981 - 1986)

Schuldorf Bergstraße Seeheim

· (1965 - 1978)