

At a Glance

Fridolin K. Dietrich, graduated as well in management and business administration as in organizational behavior, is an image and brand consultant and an expert in culture and identity development for companies.

For over 25 years, he has been serving national and international companies in communication and brand projects. Among these 50 brands were well-known companies such as Audi, Deutsche Bahn, Bayerischer Rundfunk, Caritas, Estee Lauder, Heidelberg, Vox Television, Leoni, Süddeutsche Zeitung and various other organizations, associations and foundations.

In his lectures he has taught over 2,000 students at academies and universities. He has been a keynote Speaker on various conferences and events. He publishes specialist articles, the identity book "The Zebra Principle" - Identity Development as a Management Strategy and publishes regularly on his blog www.corporate-identity-abc.de

In 2005 he had his first assignment by the European Union as an expert on brand management and CI for a Tacis project in Ukraine.

The most important professional steps:

since 2003:

Dietrich Identity GmbH
Owner and Managing Director
Image- and Brand Consultancy

1998-2003:

Keysselitz GmbH Corporate Identity Projects
Managing Director

1996-1998:

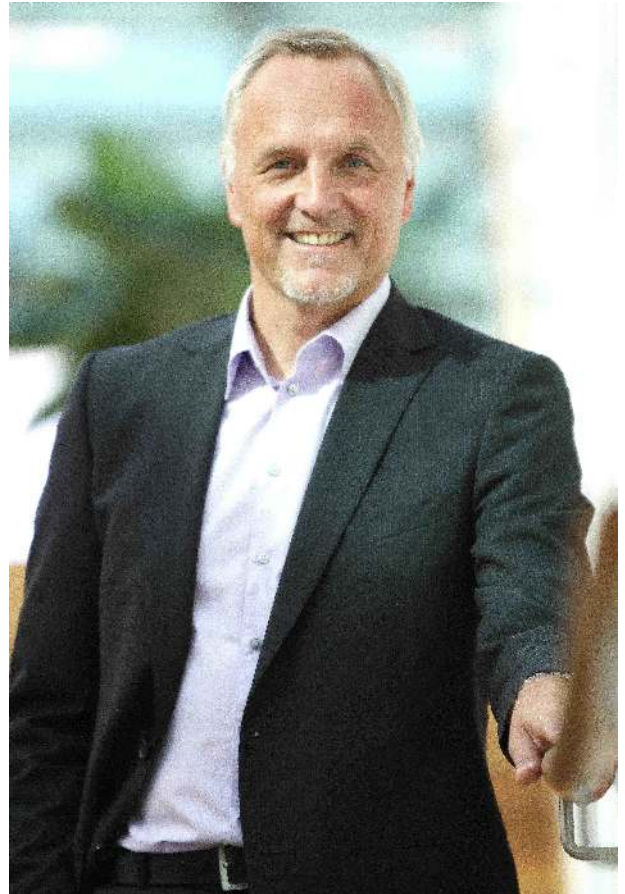
DF1 Digital Television
Director Marketing

1990-1996:

Marketing Director Estee Lauder Cosmetics Inc.
New York and Munich

1988-1990:

Bavaria Film – Movie Production Company
Head of Department Merchandising



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XING:
https://www.xing.com/profile/Fridolin_Dietrich
LinkedIn:
<https://www.linkedin.com/in/fridolindietrich/>
Facebook:
<https://www.facebook.com/Dietrich.ID>
Twitter
<https://twitter.com/DietrichID>