

Christian Thamm

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Christian Thamm is a Senior Partner at Kessel & Kessel GmbH. He focuses on information design, through which he efficiently and effectively breaks down complex topics such as 'processes' into easily comprehensible information.

He boasts years of expertise as a communication designer, a consultant for companies on strategic topics as well as his own entrepreneurial experience.

Having been a designer and entrepreneur in the advertising industry for 35 years, Christian has developed communication strategies for well-known clients in the tourism industry, managed extensive print and TV advertising budgets, and conceived designs for corporate identity. For a large mail order company, he developed a cost and time optimised catalogue production process for an entire business division, and managed it with great success over several years. Within the context of a company-wide change, he was responsible for the complete digitalisation of this production process, and the transfer to a newly established online production structure. He designed and implemented cross-selling concepts for cruise and mail order companies. He advises companies on various strategic topics, including a BI management consultancy to optimise their business model, a publishing start-up in developing a successful mobile app series, and an educational start-up in developing educational content and investor relations.

Christian studied communication design and initially freelanced as a layout designer, illustrator, and art director for large advertising agencies in the Rhine-Main area. After moving to Hamburg, he founded three advertising agencies in succession over the course of 28 years, each with different specialisations and partners, and with him as creative and managing director. For the past three years, he has been working primarily as a consultant, and as an information and animation designer.