

Nöthe Fabian



PROFILE

Manager and marketing expert with 20 years of experience in successful brand and agency leadership.

Currently **Head of Media at Parship Group**, responsible for brand media strategy and transformation.

Previously held **senior leadership positions** in the brand and agency world, overseeing cross-disciplinary teams and driving success for world-renowned clients such as VW, Porsche, McDonald's, Nike, Dr. Oetker, Google and Sony.

Experience in leading **high-performing international teams** of up to 50 talents and expertly managing budgets of €50M annually.

Passionate leader with a proven track record of motivating and developing teams to achieve best-in-class results.

Innovative and strategic thinker, with a talent for executing strategies that drive business growth.

Analytical and **data-driven marketing expert**, optimizing results and efficiency through extensive domain knowledge.

EXPERIENCE

YEARS

LOCATION

1,0 SEP 2023 / SEP 2024 **HEAD OF BRAND MEDIA (INTERIM)** Parship Group

📍 Hamburg

Parship Group is a leading global player in online dating and social entertainment, operating Parship, ElitePartner and Lovoo in Germany.

Key activities:

- Orchestrated the transformation of the brand media department into a hub of media excellence and commercial impact, driving significant changes in strategy and execution.
- Managed an annual budget of approximately 50M€ for TV, OOH (Out-of-Home), Digital, Social, Programmatic.
- Introduced frameworks and playbooks for measurement, test and learn and monthly performance reviews, enhancing overall efficiency and effectiveness.
- Reviewed the media agency setup and in-house digital buying hub.
- Reinforced marketing effectiveness measurement via marketing mix modelling TV sport response modelling and GfK measurements contributing to data-driven decision-making.
- Spearheaded total brand communication budgets and negotiated annual commitments with e.g. Seven.One Media, Ströer and WallDecaux.
- Initiated and executed joint business plans with strategic partners such as Meta, Google, and TikTok

2,5 MAY 2021 / SEP 2023 **MEDIA & DIGITAL LEAD, EUROPE** Upfield Global

📍 Hamburg, Amsterdam, London

Upfield (ex. Unilever) is the world's largest producer of plant-based foods and markets well-known brands such as Rama, Flora, Lätta or Becel as well as Violife for vegan cheese alternatives.

Key activities:

- Responsible for media strategy and planning in North-West Europe, including Nordics, UK, DACH, BeNeFra, and Iberia, for Upfield's leading power brands.
- Managed an annual budget of approximately 30M€ for TV, OOH (Out-of-Home), Digital, Social, Programmatic, and Retail Media campaigns.
- Established and implemented the central Media & Connections team.
- Successfully established a central digital buying hub in Greece.
- Effectively managed the central media agency and supported audits.
- Developed central media and content guidelines.
- Managed partnerships with companies such as Meta, Google and TikTok.
- Oversaw the management, mentoring, and recruitment of local connections specialists.

until April 2022 **HEAD OF MEDIA & DIGITAL** Upfield DACH

Key Activities:

Set-up and management of the Media & Digital team in DACH and responsibility for a double-digit million budget. Development and implementation of a digital marketing transformation strategy including digital, social, CRM, e-commerce, research and data as a basis for the expansion of the team as well as numerous successful brand activations in TV, OOH, digital and retail.

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LANGUAGES

German



English



AI Prompting



AWARDS

ADC / Volkswagen, Nike, 13th Street

CANNES / McDonalds, 13th Street

ONE SHOW / Nike

FWA / Base

EFFIE / Volkswagen, Du bist Deutschland

LOWIE / YouTube

FESTIVAL OF MEDIA / Google

INTERNATIONALIST / Google



SPEAKER

GOOD SCHOOL, THIS IS LEARNING

REWE RETAIL MEDIA CONFERENCE / Upfield

ONLINE MARKETING ROCKSTARS / McDonald's

HORIZONT DIGITAL MARKETING DAYS / SEAT

SOCIAL MEDIA WEEK / OMG Fuse

JUNG VON MATT ACADEMY

CREATIVE CLUB AUSTRIA



EDUCATION

University of Applied Sciences Aachen and Cologne

Diploma thesis: Du bist Deutschland 2 – A campaign for more child friendliness, in cooperation with Jung von Matt/next

4,5

JAN 2016 / APR 2021

MANAGING PARTNER

until Mar 2018 **DIRECTOR** Omnicom Media Group

Hamburg, Düsseldorf

OMG is one of the leading communications and media agency networks worldwide with the agencies OMD, PHD and Hearts & Science. OMG FUSE complements the work of the media agencies with excellent brand experiences in the digital, experiential and partnership area.

Key Activities:

- Transformed and scaled the content unit into an independent, successful agency with 50 employees across 2 locations.
- Developed comprehensive portfolio and product transformations.
- Accelerated innovation and partner management.
- Consulted national and international clients on strategic brand decisions.
- Remodeled and supervised planning of financial business development.
- Fostered network internal thought leadership and external speaker events.
- Reported to and partnered with the international network.
- Pioneered financial and efficiency analyses and optimization of work processes.

Clients:

Porsche, SEAT, Warsteiner, Google, Dr. Oetker, Sony, HP, McDonalds, Bosch, Schwarze + Schlichte, Hasbro, Kerrygold, Henkel

4,0

FEB 2012 / DEC 2015

USER EXPERIENCE DIRECTOR DDB

Hamburg, Berlin

DDB is one of the world's leading creative agencies with offices in Germany in Hamburg, Berlin and Düsseldorf.

Key Activities:

- Supervised the user experience team on complex, international projects such as platforms, web specials, mobile and social apps.
- Operated as member of the agency board of DDB Hamburg.
- Coordinated external service providers/agencies from different industries.
- Designed strategies and ideas for digital brand, product campaigns and platforms.
- Introduced agile planning and work processes.

Clients:

Volkswagen, Telekom, T-Systems, Henkel, Compo, Entega, IKEA, Siemens

2,0

JAN 2010 / JAN 2012

SITE MANAGER, CREATIVE DIRECTOR

CREATIVE TECHNOLOGIST INTERACTIVE PIONEERS

Hamburg, Aachen

Interactive Pioneers is an agency for creative technologies that conceives and develops communication for the digital age. The agency works with international brands, providing strategic consulting and excellent implementation services.

Key Activities:

- Initial planning and opening of Interactive Pioneers Hamburg, as well as strategic development and management of the location.
- Business development and acquisition of new clients and projects.
- Budgeting and coordination of projects.
- Responsible for recruiting, financial and project controlling.
- Management of the creative team.
- Programming of prototypes and evaluation of new technologies.

Clients:

Jung von Matt, Kolle Rebbe, Scholz & Friends, Leagas Delaney, DDB, TBWA, Interone, Mercedes-Benz, Yello, Vodafone, Nike, Heine, IKEA, ZDF

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LANGUAGES

German	●	●	●	●	●	●	●
English	●	●	●	●	●	●	○
AI Prompting	●	●	●	●	●	○	○



AWARDS

ADC / Volkswagen, Nike, 13th Street
CANNES / McDonalds, 13th Street
ONE SHOW / Nike
FWA / Base
EFFIE / Volkswagen, Du bist Deutschland
LOWIE / YouTube
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EXPERIENCE

YEARS

LOCATION

2,5 **AUG 2007 / DEC 2009**
CREATIVE CONCEPT Jung von Matt

📍 Hamburg

Jung von Matt is the most successful agency group in Germany, both in terms of awards for creativity and efficiency.

Key Activities:

- Supervised the 6 headed user experience team of JvM/next.
- Crafted strategies and ideas for brand, product, recruiting campaigns as well as website and mobile apps.
- Implemented blueprints for processes and deliverables.
- Collaborated with the technical development and data analytics team.

Clients:

Bosch, RWE, KQV, Mercedes Benz, Sparkasse, 13TH Street, Deutsche Post, ONE, Thyssen Krupp, Sixt, Du bist Deutschland