



## **curriculum vitae**

**Dr. Florian Kerkau**

**Goldmedia Custom Research GmbH Berlin**

Dr. Florian Kerkau – born in 1969 – is since 2007 Managing Director of Goldmedia Custom Research GmbH. After his PhD degree at the Center for Media Research at Berlin's Freie Universität (FU) in 2005, with the topic pupillometrics, he worked at the Center for Media Research at the project "Exist-Seed" at Berlin's FU and as Head of Research at Goldmedia.

Between 2001 and 2005 Florian Kerkau was research associate at this institute, before that he had finished his study of educational science and psychology at Berlin's Technical University, with accolades.

Prior to this Florian Kerkau was in the years until 2000 involved in the structure of the „IBM Multimedia- Trainingscenter Berlin“ and also one of the founders of a integrated network for media- and multimedia companies.

In the years 1997 to 1999 Florian Kerkau was additionally the part time head of the department for commercial knowledge and IT-technology at LOWTEC GmbH.