



Curriculum vitae

Simon Boé

Managing Director of Goldmedia Sales & Services GmbH

Simon Boé, born in 1972, has worked as an independent media consultant since July 1999. In the same year, he founded Boé Kommunikation, an agency focusing on business and sales consulting in the field of print and broadcasting. By 2000, Boé Kommunikation was already providing consulting services for online concepts.

A trained publishing merchant, Simon became thoroughly familiar with the broadcasting industry through his work as press spokesman for the Berlin-based radio station 104.6. During that time, Simon Boé developed strategies for publishing houses, such as Axel Springer, the Beltz Publishing Group, and the Ganske Publishing Group.

His agency's strategic alliance with Goldmedia GmbH in September of 2004 developed into a new independent venture: "Goldmedia Sales & Services GmbH". Goldmedia Sales & Services GmbH supports companies in analyzing complex media and marketing strategies and traditional media planning.

Simon Boé is an expert in the fields of offline, online, and social media marketing. In addition to lecturing, Simon Boé works as a coach and offers seminars on online marketing, Web 2.0, and social media marketing.

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