



## **Curriculum vitae**

### **Dr. Florian Kerkau**

#### **Managing Director Goldmedia Custom Research GmbH**

Dr. Florian Kerkau, born in 1969, has been the Managing Director of Goldmedia Custom Research GmbH since 2007.

After his PhD degree at the Center for Media Research at Freie Universität Berlin (FU) in 2005, with the topic pupillometrics, he worked at the Center for Media Research at 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 involved in the structure of the "IBM Multimedia-Trainingscenter Berlin" until 2000 and also one of the founders of an integrated network for media and multimedia companies.

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