

press profile

Mike de Vries

Mike de Vries is an international consultant for marketing and communication specialised on place branding and destination marketing. Up to begin of 2010 he was five years Managing Director of "Marketing für Deutschland GmbH" and Manager of the Nation-Branding Initiative "Germany – Land of Ideas".

Mike de Vries was born in Arnsberg, Germany, in 1958. He has successfully been able to connect his passions for sports and marketing within his occupational career. He graduated from the German Academy of Fencing (Master Fencing Diploma) and the German University of Sports (Diploma as a Teacher of Physical Education). In 2005, he completed an international study at the Steinbeis University in Berlin, DePaul University, Chicago, and Kelley School of Business, Indiana University by a Master of Business Administration.

After being Head Coach of the National Team of the German Modern Pentathlon Association (1988-1993), Director of Sports (1993-1996) and Secretary General (1996-1998) of the German Field Hockey Association, he was in charge of Marketing, Sponsorship Activities & Events at the Bitburger Brewery in Bitburg, Germany (1998-2003). As a director he was coordinating the departments of Marketing, Public relations, Sponsoring and Event marketing. Under his guidance the system of integrated brand communication was developed with the spots on Olympic themes and the German Soccer Association (DFB). In 2000 he was appointed official speaker of the "German House" at the Olympic Games in Sydney. His campaign with the German National Soccer Team for the FIFA World Cup in Korea/Japan was voted as campaign of the year in 2002 by German business magazines. The close connexion to the soccer business created at least a strong support for the German bid for WC 2006.

In 2003 he was appointed as Managing Director of "Leipzig 2012 GmbH" by the National Olympic Committee and conducted the international application process for Germany to host the 2012 Olympic Games. In 2005, after the failed Leipzig 2012 bid, Mike de Vries was appointed as Managing Director of "FC Deutschland GmbH" (since 2007 "Marketing für Deutschland GmbH") to establish and coordinate "Germany – Land of Ideas", a joint nation-branding initiative of the Federal Government and German industry, represented by the Federation of German Industries (BDI). The initiative was launched for Germany on the occasion of the 2006 FIFA World Cup Germany. The patronship was taken by the president of the federal Republic of Germany Horst Köhler. The basics were set up by

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Mike de Vries through an intensively coordination of private enterprises, NGO's and different ministries of the government. More than 23 companies, mostly Dax noted, took part in the overall license program. The first promotion activities were the "Welcome tour" with Franz Beckenbauer to the 32 participating countries and several official events with representatives of the government and society. The were followed by the main projects "Walk of ideas" with spectacular sculpture in the city of Berlin or the series "365 Landmarks" with daily events. During the FIFA world cup the various activities were integrated into the organisation of the biggest Fan Mile at the Brandenburg Gate in Berlin. Meanwhile the initiative has become one of the most successful concepts of nation-branding. Its aim is to present Germany inside and outside as a country of technological innovations, creative cultural and social impulses, and a flourishing spirit of scientific inquiry. Actually the promotion activities focused more and more the international performance. Among them you find a 3 years event program in China (2007), the EXPO 2010 in Shanghai, special business events in Brazil and the Arabic countries or various activities in South Africa.

Since 2006 Mike de Vries is supporting various governmental institutions in South Africa on the occasion of the FIFA World Cup 2010. Shortly he has started the dialogue with Brazil for supporting 2014 and 2016.

Mike de Vries has given numerous lectures and speeches and is specialised in place branding, destination marketing and managing brands as well as strategic communication.

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