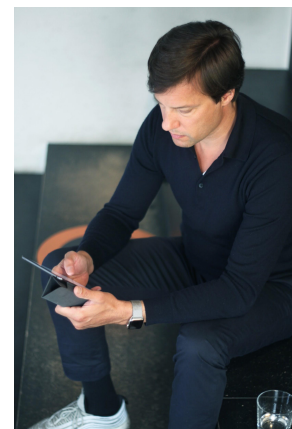


Philipp von Roeder - PR professional with a focus on the digital industry

Philipp von Roeder, founder of VONROEDER COMMUNICATIONS, is one of the most experienced PR consultants for the digital industry in the German-speaking world. For more than 20 years he has been supporting national and international companies in the digital and technology sector to find their positioning, increase their visibility, and ensure success in the DACH region. Philipp's vast experience and understanding of the tech and digital marketplace provides untold resources to his clients. You and your team can benefit from his many years of experiences and contacts, which he gained in the media industry – particularly from his work with ZDF and large agencies such Scholz & Friends to have as a freelance consultant and interim manager. For many years, Philipp has also been active as a mentor at TechStars and Axel Springer and others working as a business angel to support new tech companies in their growth efforts.



SERVICES

VONROEDER COMMUNICATIONS offers all relevant services in the field of Public Relations.

Comprehensive knowledge, expertise and experience with topics related to the digital industry make VONROEDER COMMUNICATIONS one of the leading PR consultancies for companies offering digital services and products. Philipp personally provides the following services for b2c and b2b customers.



POSITIONING

Philipp von Roeder identifies the communicative sweet spot of your company and takes you there.



STRATEGY

Based on the right positioning your communication strategy will be developed and efficiently implemented.



MEDIA RELATIONS

Your company will be placed in the appropriate publications. In addition to trade media for individual sectors, this includes above all German and international tech and business media.



INFLUENCER DEVELOPMENT

Your managers will be strategically developed as key influencers. They will be accompanied in social media and placed at the most important media and industry events such as CES, dmexco, Mobile World Congress, Noah, OMR, Tech Open Air, SXSW, TechCrunch disrupt.



NETWORKING

Philipp can use his extensive network for you. He identifies the right people and prepares topics in such a way that they appeal to journalists and editors to ensure you get the media coverage you need.



CRISIS COMMUNICATION

Crises can always happen. In his many years of experience, Philipp has mastered crises for many clients. If required, he can also support your company.



NETWORK PARTNERS

VONROEDER COMMUNICATIONS uses long-standing network partners for areas that lie outside the core services. These include events, photography, video production, and content distribution.



INTERNATIONAL PR-PARTNERS

For implementation outside the German-speaking core markets, VONROEDER COMMUNICATIONS works with international PR partners who can help cover the most important global markets in the technology sector.

INDUSTRIES AND CLIENTS

Philipp von Roeder specializes in the high-tech and digital industries. Here is a selection of industries and customers in which he has gained experience. This includes many well-known brands that he helped to grow big.

MOBILE:	     
TELCO:	    
IOT/ AUTOMATION:	  
MOBILITY:	  
FINTECH/CRYPTO:	     
HEALTH:	 
ADTECH:	    
PROPTECH:	 



„Philipp's experience and expertise has brought a significant boost to our project.“

Peter Becker-Pennrich, Global Director Mobile Products and Services, **Vodafone**



„Upon our entry into the German market, Philipp helped us tremendously with our initial PR strategy and has a track record of helping brands from the initial stages in Germany.“

Richard Harless, Sr. Country Director Germany, **Shazam**



„Philipp's in-depth knowledge of the mobile industry helped us a lot.“

Marco Hauprich, SVP Digital Labs, **Deutsche Post DHL**

NETWORK PARTNERS

Public relations works best in combination with other instruments. Depending on the project, VONROEDER COMMUNICATIONS brings in suitable players. For example:

BRANDING

VIDEO PRODUCTION

APP SERVICES

WEB DESIGN

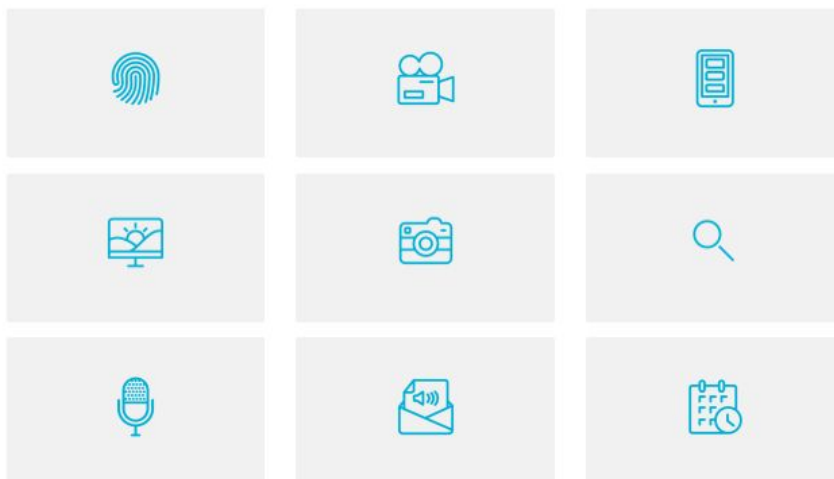
PHOTOGRAPHY

SEO/ SEA/ SEM

PODCAST PRODUCTION

E-MAIL-MARKETING

EVENTS



GLOBAL PR-PARTNER

Public relations is highly reliant on local relationships. VONROEDER COMMUNICATIONS covers the German speaking market (D-A-CH). For other markets local professionals come into play:

BARCELONA

LONDON

NEW YORK

PARIS

SAN FRANCISCO

SINGAPORE

STOCKHOLM

WARSAW



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