

# **Ingo Becker**

**Principal at mindrockets**

München, Bayern, DE

Digital Communications & Social Business Strategist | CEO & Founder @mindrockets

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## **Biography**

Ingo Becker is a digital communications and social business strategist, living and working in Munich, Germany.

Presently he works as CEO & Founder at mindrockets.

His passion for communications and media has brought him to many cities and countries, where he constantly identifies conversation impacts as well as new economical and social ideas. Over the past years he lived in Frankfurt, Hamburg, and Berlin, before coming to Munich.

Ingo's professional emphasis is on counseling various companies and brands in terms of digital communications. In addition he focuses on strategy and implementation of corporate communications and establishment of dialogue with target groups at social networks within the the digital web.

Furthermore he continues to explore the future role of digital media in his professional work, corporate workshops, keynote speeches, and conference panel discussions.

Specialties -

Corporate and Public Relations, Web 2.0 / Social Media Relations. Product PR. Reputation Management and Positioning. Experience on Crisis and Financial Communications.

Featured Industries -

Mobile Business, Information Technology, Telecommunications, GPS/Sat-Nav, Automotive, Financial Services.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Public Relations and Communications, Information Technology and Services, Social Media

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## **Areas of Expertise**

Communications Strategy, Strategic Communications, Reputation Management, Agenda Setting, Storytelling, Content Marketing, Social Media, Community Management, Trend Scouting

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## **Affiliations**

<http://www.placobo-kickers.de>

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## **Event Appearances**

### **Mobile Lösungen zur Kundenansprache: Social Media**

Messe München GmbH: Communication World 2012 #CCW12

### **Market Your Product: Social!**

Deutsche Telekom AG: Delight Your Customer

### **Start Up Rallye**

Deutsche Telekom AG: Delight Your Customer

### **Storytelling**

Tourismuscamp 2011

### **Social Media ist tot! Oder doch nicht?**

Convention Camp 2011 #CCH11

### **Wieviel Social Media ist genug für den Mittelstand?**

BarCamp Hamburg 2011 #bchh11

### **Alles Wolke, oder was?!**

DTKS Cloud Roadshow

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## **Education**

### **Georg-August-Universität, Göttingen**

M.A. Journalism & Communication, Politics, Political Anthropology

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## **Accomplishments**

### **Professional Emphasis**

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