

Johannes Berendt

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SUMMARY OF QUALIFICATIONS

- Research interests: consumer behaviour, rivalry, brand rivalry, sports rivalry
- Unique understanding of sports world, having covered competitions at the highest level for an international news agency before promoting top international sporting events
- Five years of experience in the marketing, promotion and organisation of multi-million dollar boxing events across the globe for Europe's biggest boxing team
- Seven years of experience in bilingual coverage of elite sports, including the 2006 FIFA World Cup, the German national team, Bundesliga & Champions League fixtures, the 2006 NBA All Star Weekend, NBA Europe Live Tours and top boxing & tennis events
- Knows sports from the perspective of the media, rights-holders and rights agencies

PROFESSIONAL EXPERIENCE

- November 2013 – present German Sports University, Cologne, Germany
Researcher and Lecturer / PhD Student
- March 2012 – March 2014 Sauerland Promotion, London, UK
Head of International PR
- September 2009 – May 2012 Sauerland Event, Berlin, Germany
Head of International PR
- May 2007 – December 2013 Kentaro Group, Wil, Switzerland
PR Consultant
- October 2006 – September 2009 Sauerland Event, Berlin, Germany
International PR Manager
- December 2005 – June 2009 NBA Entertainment, New York, USA
NBA.com European Correspondent
- March 2001 – September 2011 The Press Association, Howden, UK
German Correspondent Manager / Chief German Correspondent
- August 1999 – December 2006 ESPN SportsTicker, New Jersey, USA
European Correspondent
- August 1999 – present Freelance Writer and PR Consultant

EDUCATION

University of Bielefeld, Germany (April 2001 – November 2005)
Diploma in Business Management