

Press release

Matthias Schäfer changes from Interone to Cocomore as CCO

Frankfurt am Main, September 5, 2019 – Cocomore announces a prominent new colleague: Matthias Schäfer takes over the newly created position of Chief Creative Officer at the Agency for Marketing, IT and Experience Design and becomes a member of the executive board. Schäfer likes creative communication in the always-on era and is advocating the 'agile-creative' approach.

At Cocomore's offices in Frankfurt am Main, Cologne, Geneva and Seville, Schäfer and his 40-person creative team will develop innovative campaigns, digital platforms, smart apps and services for clients such as Procter & Gamble, Rabobank and Tele Columbus. In addition, he will sharpen the agency's profile towards digital brand experiences.

"Matthias is a pioneer digital creative and real enrichment for Cocomore. We are very happy to have won him over for our agency concept", says Cocomore founder and CEO Dr. Hans-Ulrich von Freyberg. "With his expertise in the areas of content, campaigns, digital platforms and service design, he strengthens our competencies to achieve entrepreneurial success together with our clients."

Before joining Cocomore, Matthias Schäfer worked for Interone, where he also held the position of CCO. Prior to that, he had worked for the agency as Creative Managing Director for several years. During that time, he was in charge of national and international projects for clients such as E. ON, BMW, Telefonica O2, Unilever and DKB. Matthias studied political sciences and German studies and is also a lecturer at the Hamburg School of Ideas. He won creative prizes such as Eurobest, New York Festivals, iF Design Award or Cannes Lions.

About Cocomore

As an agency for marketing, IT and experience design, Cocomore develops communication, e-commerce and customer relationship management (CRM) solutions with a total of 180 employees at the Frankfurt, Cologne, Geneva (Switzerland) and Seville (Spain) locations. Cocomore's clients include Merz, Nestlé, Procter & Gamble, Rabobank, Sodexo, Syngenta und Tele Columbus and the German Association for Heavy Machinery and Plant Engineering (VDMA).

Further Information: www.cocomore.com

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