



Helmut Strohmaier – Executive Coach

Helmut Strohmaier studied economics, German and French. In 1988 he founded the Munich service company Mr Lodge GmbH, which he managed until he sold it in 1996. He next worked in advertising for the magazine *Cosmopolitan*, after which he was head of advertising sales for the publication *Geldidee* (“money idea”) until 2000, and then head of advertising sales for *Eltern* until 2007. Since then he has worked as a coach and publishing consultant with a focus on executive coaching, change management and ad marketing.