



Strategischer Storyteller: Thomas Pyczak

Storytelling ist eine Schlüsselqualifikation für High-Performance-Organisationen

Thomas ist Autor des Buches „Tell Me! Wie Sie mit Storytelling überzeugen“ (2023, 4. Auflage) und des Blogs strategisches-storytelling.de. Er ist auch Trainer, Coach und Consultant für Business Storytelling. Zuvor war Thomas Chefredakteur und CEO von CHIP, Deutschlands führender Medienmarke im Tech-Sektor.

PROFIL

Geboren	27.01.1960
Sprachen	Deutsch, Englisch, Spanisch
Kenntnisse	Storytelling, Leadership, Management, Digital- und Print-Strategie, Journalismus, Print- und Online-Publishing
Studium	Magister Deutsche Literatur, Linguistik und Philosophie (Universität Hamburg); Advanced Management Programme (INSEAD Business School); Leadership Storylling (Harvard University)

BERUFLICHE ENTWICKLUNG

2016 – heute	Strategischer Storyteller
2015 – heute	Autor
2012 – 2014	CEO, CHIP Communications GmbH und CHIP Digital GmbH
1999 – 2012	Chefredakteur, CHIP
2008 – 2012	Geschäftsführer, CHIP Communications GmbH
1991 – 1998	Journalist, Axel Springer AG (Hörzu / AutoBild)

AUSGEWÄHLTE REFERENZENZEN

- The School of Life Berlin: Workshops „Business Storytelling in der Praxis“
- Michelin: Training Leadership Storytelling
- Kao Corporation: Storytelling Advisor
- Volkswagen AG: Speaker
- KPMG: Coaching Business Storytelling
- adidas: Trainer Nachhaltigkeits-Storytelling
- Akademie der deutschen Medien: Trainings „Expert of Storytelling“



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Storytelling is a key skill for tomorrow's high-performance organisations

Thomas is the author of the book „Tell Me! Wie Sie mit Storytelling überzeugen“ (4th edition 2023) and the blog strategisches-storytelling.de. He also works as consultant and coach for business storytelling. Previously Thomas was editor-in-chief and CEO of CHIP, Germany's biggest media brand in the technology sector.

PROFILE

Date of Birth	27.01.1960
Languages	German, English, Spanish
Skills	Storytelling, Leadership, Management, Digital and Print Strategy, Journalism, Print and Online Publishing
Academic	M.A. German Literature, Linguistics, Philosophy (University of Hamburg); Advanced Management Programme (INSEAD Business School); Leadership Storytelling (Harvard University)

EXPERIENCE

2016 – present	Strategic Storyteller
2015 – present	Writer
2012 – 2014	CEO, CHIP Communications GmbH and CHIP Digital GmbH
1999 – 2012	Editor-in-Chief, CHIP
2008 – 2012	Managing Director, CHIP Communications GmbH
1991 – 1998	Journalist, Axel Springer AG (Hörzu / AutoBild)

SELECTED REFERENCES

- The School of Life Berlin: Workshop series „Business Storytelling in Practise“
- Michelin: Trainings Leadership Storytelling
- Kao Corporation: Storytelling Advisor
- Volkswagen AG: Speaker
- KPMG: Coaching Business Storytelling
- adidas: Trainer Sustainability Storytelling
- Academie of German Media: Training series „Expert of Storytelling“