



Strategischer Storyteller: **Thomas Pyczak**

Von Kompetenz zu Resonanz

Thomas ist Autor des Storytelling-Standards „Tell Me!“ (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 Storytelling (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 REFERENZEN

- 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“



Strategic Storyteller: **Thomas Pyczak**

From competence to resonance

Thomas is the author of the storytelling reference „Tell Me!“ (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“