



Strategischer Storyteller: Thomas Pyczak

Storytelling ist eine Schlüsselqualifikation für High-Performance-Organisationen

Thomas ist der Autor des Buches „Tell Me! Wie Sie mit Storytelling überzeugen“ (2017) und des Blogs strategisches-storytelling.de. Er ist auch als Consultant, Coach und Trainer für Business Storytelling tätig. Zuvor war Thomas Chefredakteur und CEO von CHIP, Deutschlands führender Medienmarke im Tech-Sektor.

PROFIL

Geboren	27.01.1960
Sprachen	Deutsch, Englisch (business fluent)
Kenntnisse	Leadership, Management, Digital- und Print-Strategie, Journalismus, Print- und Online-Publishing
Ausbildung	Magister Deutsche Literatur, Linguistik und Philosophie (Universität Hamburg); Advanced Management Programme (INSEAD Business School)

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 bei der Axel Springer AG (Hörzu / AutoBild)

SELECTED REFERENCES

- The School of Life Berlin: Workshops „Die Kunst des Business Storytellings“
- Bigchain DB: Storytelling Advisor
- Quadriga: Training Data Storytelling
- Magna Int.: Consulting Change Storytelling
- Future Publish: Speaker
- Pfeiffer Vacuum: Consulting Leadership Storytelling
- Standard Life: Training Business 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“ (2017) and the blog strategisches-storytelling.de. He also works as consultant, coach and trainer 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 (business fluent)
Skills	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)

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 at Axel Springer AG (Hörzu / AutoBild)

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