

# GRABARZ & PARTNER

## PRESS RELEASE

### **Grabarz & Partner continues to expand its tech and innovation unit**

#### **New hire David Giesen joins from Jung von Matt**

Hamburg, 1 April 2025 – Grabarz & Partner is further strengthening its innovation capabilities. Following the additions of Felix Burger and Boris Noll last year, the Hamburg-based creative agency is now bringing another specialist from Jung von Matt on board: David Giesen. As Account Director Creative Innovation, he will report directly to Chief Strategy Officer Bastian Goldschmidt – and drive the agency forward with fresh impulses.

At Grabarz & Partner, tech and innovation are not isolated departments but an integrated team effort. The UX/UI, Research & Development and Creative Innovation units work seamlessly together with one clear goal: to connect creativity and technology even more closely. Artificial intelligence is not treated as a standalone topic but as an integral part of the entire agency. While AI can scale content, telling truly moving, human stories remains a profoundly human skill – and essential for successful campaigns. The newly established unit IMAG/NE builds precisely on this idea: a catalyst and driver of technological innovation across all teams.

"Grabarz & Partner doesn't treat creative innovation and technology as add-ons, but as true game changers – far beyond traditional digital marketing. This mindset convinced me immediately. I'm excited to develop visionary ideas with a first-class team and create groundbreaking work for ambitious clients," says David Giesen, Account Director Creative Innovation at Grabarz & Partner.

Giesen began his career in consulting at Kolle Rebbe, where he expanded his expertise beyond classic brand work into digital innovation – with projects for Netflix, DAZN and Audible. He then moved to Jung von Matt Hamburg, where he developed innovative campaigns for BMW and BMW M in the areas of esports, gaming, virtual experiences, motorsport and campaigning. His contributions played a key role in projects such as BMW Joytopia, BMW Fortnite Hypnopolis and the launch campaign for the BMW XM. His work has been honored with numerous national and international awards.

"Creative innovation is not a buzzword – it is the key to relevant, impactful communication. With David Giesen, we're gaining an expert who brings together strategy, technology and creativity – and provides exactly the impulses our clients need to move forward," says Bastian Goldschmidt, Chief Strategy Officer at Grabarz & Partner.

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Grabarz & Partner is one of Cannes Lions' top 10 "Independent Agencies of the Decade", one of HORIZONT top 10 "Most creative German Agencies of the Decade" and top 10 "Most creative German Agencies of All Time".

**About Grabarz & Partner:**

Grabarz & Partner was founded in 1993 in Hamburg and operates as an independent advertising agency. It is considered one of the most creative agencies in Germany and worldwide. With around 300 employees, the agency works with clients such as Deutsche Bahn, Burger King, IKEA, Bahlson and Porsche. In the 2020 Cannes Lions Creativity Report, it was listed among the "Top Ten Independent Agencies of the Decade." *Horizont* named the management team "Men and Women of the Year." *w&v* named the agency "Agency of the Year," as did the Eurobest and Clio Awards. According to *Campaign*, Grabarz & Partner is one of the "World's Leading Independent Agencies."

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