

GRABARZ & PARTNER

PRESS RELEASE

Grabarz & Partner strengthens its strategy expertise with two top new hires

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The Hamburg-based creative agency Grabarz & Partner continues to expand its strategic expertise: As of 1 September, Chris Baumann has joined the team led by Bastian Goldschmidt as Head of Strategy, followed by Marco Hackmann, who will be joining on 1 October as Strategy Director.

Chris Baumann brings international experience and an impressive portfolio with him: Most recently, he served as Executive Strategy Director at antoni, where he was responsible for the global communications of Mercedes-Benz and other brands over several years. The German native lived abroad for more than ten years, working at the renowned agency Forsman & Bodenfors in Stockholm, Gothenburg and New York. Among the well-known clients he has worked with in the past—besides several automotive brands—are Netflix, Disney, IKEA and ALDI.

At Grabarz & Partner, Baumann will take over the leadership of the strategy team and play a key role in further developing the agency's strategic offering.

Chris Baumann: "For me, strategy is essentially a creative process – the best strategies challenge perspectives and stand out through their simplicity. I'm incredibly excited to now be part of Grabarz & Partner and to contribute my experience and perspective."

With his new role as Strategy Director, Marco Hackmann returns to his professional roots: He began his career at Grabarz & Partner before gaining additional strategic experience at thnk and later at Kolle Rebbe. Following the acquisition of Kolle Rebbe by Accenture, he rose to the position of Creative Strategy Director, where he was responsible for strategic development across a wide range of clients and projects.

Bastian Goldschmidt: "Chris and Marco enrich our agency not only through their many years of experience, but also with the conviction that creative excellence will increasingly depend on the ability to touch people emotionally. A strong strategy is and remains the foundation of this impact – which makes us all the more excited to work with both of them."

With the addition of Chris Baumann and Marco Hackmann, Grabarz & Partner is sending a strong signal about the strategic evolution of the agency and

reinforcing its ambition to merge creative excellence with profound brand strategy.

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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, Bahlsen 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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