



**Joachim Ritter**

# **STRATEGIST AND VISIONIST**

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**CONTACT**

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<https://kazhimrycerz.github.io/JoachimRitterReact/>

## **EXPERIENCE OVERVIEW**

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journalist and publisher - 35 years of experience  
business conceptionist and strategist - 25 years of experience  
museums manager and redeveloper - 5 years of experience  
eventmanager of professional events and conferences - 20 years of experience  
master of professional conferences - 15 years of experience



## MY CAREER

**04/1994 - today**

**Publisher, Editor-in-Chief and Owner of VIA-publishing**

PLD-M - Professional Lighting Design Magazine, PLD-C - Professional Lighting Design Convention, publishing of specialized books, educational events - working globally

PLD-CPD - Continuing Professional Development concept phase

**01/2019 - 05/2020**

**Management and redevelopment of an open air museum "Gut Lohhof"**

strategic work, conception, redevelopment and running the private museum including a cafe and staging professional, private and public events

**01/2010 - 12/2012**

**Management and redevelopment of the "Alströmer Magasinet" in Alingsås/S**

strategic work, conception, redevelopment and running a private museum on lighting design, including offering educational events

**08/1990 - still continuing**

**Freelance writer, copywriter and translator**

Journalist, texts, translations into German and English, conceptionist, strategic concepts

**08/1994 - 05/2011**

**Initiator and founding member of PLDA e.V. - Professional Lighting Designers' Association**

Creative and strategic mind behind PLDA - a global association for professional lighting designers in architecture. Board member and financial manager from 1994 - 2008, FPLDA, Fellow member from 2005. Involved in the development of the PLDA educational workshops from 1998 - 2012

**02/1985 - 01/1994**

**Editorial staff**

**Bertelsmann Fachzeitschriften**

Junior editor of the DBZ - Architectural magazine, Computer Spezial, Editor-in-Chief of Architecture & Light magazine and development of new fields and magazines

## PROFESSIONAL EDUCATION

**02/1983 - 01/1985**

**Bertelsmann AG**

Vocational business school  
Degree: Verlagskaufmann

## ADDITIONAL EDUCATION

**09/2021 - 12/2022**

**Further education at the DCI - Digital Career Institute, Berlin/DE**

- Basic course on webdesign, AWS, Social Media Marketing
- Full stack webdesign and webdevelopment front-end, back-end

## SPRACHEN

German - native language - professional use

English - second native language - C2 level professional use

## HOBBYS

sports, technology,  
Norway, gardening

detailed fingerprint:

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