

Joachim Ritter

STRATEGIST AND VISIONIST



CONTACT

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EXPERIENCE OVERVIEW

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