

## Kontakt

[www.linkedin.com/in/rfuhrmann](https://www.linkedin.com/in/rfuhrmann)  
(LinkedIn)

## Top-Kenntnisse

Public Affairs  
Governmental Affairs  
Political Strategy

## Languages

Spanisch (Elementary)  
Englisch (Professional Working)  
Schwedisch (Native or Bilingual)  
Arabisch (Elementary)  
Französisch (Elementary)  
Deutsch (Native or Bilingual)

## Honors-Awards

Linnaeus-Palme Scholarship

## Publications

The Changing Nature of Terrorism in  
the Western World

# Rasmus Fuhrmann

Industry Manager | Automotive bei Google  
München

## Berufserfahrung

### Google

4 Jahre 6 Monate

#### Industry Manager | Automotive

Juni 2020 - Present (1 Jahr 10 Monate)

München, Bayern, Deutschland

#### Sales Team Lead Healthcare EMEA

November 2019 - Juni 2020 (8 Monate)

County Dublin, Ireland

#### Senior Key Account Manager EMEA

Oktober 2019 - Juni 2020 (9 Monate)

County Dublin, Ireland

#### Key Account Manager EMEA

Oktober 2017 - November 2019 (2 Jahre 2 Monate)

County Dublin, Ireland

### Burson-Marsteller

#### Digital Strategy Associate

August 2016 - Oktober 2017 (1 Jahr 3 Monate)

Berlin und Umgebung, Deutschland

- Digital Strategy Associate in public affairs, corporate communications, digital transformation

- Digital communications, political risk assessment, lobbying, strategic consulting, campaigning, digital

advertising strategy, partnership development, project management, event management

- Clients: digital economy, broadcaster, technology, FMCG, foreign governments, defense industry, healthcare, public sector

- Client lead in political risk assessment/lobbying regarding data privacy, media policies and digital consumer protection as well as reputation management and partnership development for a blue chip German broadcasting network including their portfolio of startup companies

- Member of the Burson-Marsteller EMEA-wide digital & creative integrated thinking practice

#### AKA agency

Co-founder & Digital Strategy Advisor

Oktober 2015 - August 2016 (11 Monate)

- Co-founder & freelance Digital Strategy Advisor
- Creative strategic consulting, digital strategies, (re-) branding strategies, campaigning, digital advertising strategy, partnership development, project management
- Clients: Startups, FMCG & lifestyle, biotech
- Project lead in strategic positioning, campaigning, digital advertisement and partnership development for biotech startup Zageno

#### Res Public Affairs. Corporate Affairs.

Consultant

April 2015 - Mai 2016 (1 Jahr 2 Monate)

- A founding member together with a Senior Partner from IFOK
- Consultant in public & corporate affairs, digital transformation
- Strategic consulting, digital communications, lobbying, crisis communications, project management
- Clients: IT services, public sector, food, foreign governments
- Client lead for the internal & external advocacy and strategic advice in the merger of a 5.4bn Euro German dairy company with a Dutch competitor
- Project lead in reputation management and government relations for a Eurasian government

#### IFOK

Junior Consultant

Januar 2015 - April 2015 (4 Monate)

- Junior Consultant in public & corporate affairs
- Strategic consulting, digital communications, project management, reputation management
- Clients: Public sector, technology, public diplomacy
- Project lead for the conception, planning and execution of a nationwide public dialogue on TTIP (online & offline) for the German Industry Association (BDI)

#### FleishmanHillard

Public Affairs Intern

September 2014 - Dezember 2014 (4 Monate)

## Berlin

- Intern in public affairs & crisis management
- Clients: Technology, financial services, public diplomacy
- Digital communications, crisis communications, political risk assessment, monitoring & stakeholder analysis
- Crisis management for Primark after a negative NGO report about working conditions in India was published

## German Marshall Fund of the United States

Brussels Forum 2014 - Deputy of Security

Februar 2014 - März 2014 (2 Monate)

- Responsible for all social media activities before and during the 2014 Brussels Forum
- Organization and project management within the social media team
- Assisted with various tasks and positions before and during the conference: operational prep, logistics, session assistant and security.

## Lions Clubs International Student Club Malmö

Vice President & Treasurer

April 2012 - April 2013 (1 Jahr 1 Monat)

Malmö

Vice-president, co-founder and treasurer of the very first Swedish Lions Student Club Malmö.

- Organisation and execution of several programs for immigrant children in Malmö, Sweden (e.g. soccer tournament with professional soccer players from the Swedish major league; arts&crafts afternoon programs etc.).
- Fundraising at different local and regional events
- Supporting and supervising the founding of new Lions Student Clubs in Sweden

## Embassy of the Federal Republic of Germany Stockholm

Intern

September 2012 - Januar 2013 (5 Monate)

Departments of Economic Affairs, Social and Labour Affairs, Culture, Press and PR as well as Administration

- Organizing, planning and supervising several high-ranking delegations
- Media Analysis of Sweden's national daily newspapers including translations
- Drafting reports on Sweden's education and research policy. Compiling current positions within the

economic sector and culture sphere (i.e. energy policy, Swedish church etc.).  
Extensive research for all departments within the German Embassy  
- Representing the Embassy at lecture events. He was put in charge to look after invitees of the reception on the occasion of the Day of German Unity. Furthermore, Mr Fuhrmann independently organized and coordinated a so called "Trainee Day" at the German Embassy  
- Active cooperation in cultural projects as amongst others the German Film Festival (German Films go North) and an International Conference on Multilingualism financed by the German Federal Foreign Office. Besides this, he compiled drafts for the opening remarks of the Ambassador.  
- Responsible for all social media channels at the German embassy

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## Ausbildung

Brussels School of International Studies (BSIS) - University of Kent  
Master of Arts (MA), Political Strategy and Communications · (2013 - 2014)

### Malmö University

Bachelor of Arts (B.A.), Peace and Conflict Studies · (2010 - 2013)

### University of Jordan

Exchange Semester, Arabic, Cross-Cultural Understanding,  
Psychology · (2011 - 2012)