

## Contact

[www.linkedin.com/in/prof-dr-stefan-hencke-30800a8](https://www.linkedin.com/in/prof-dr-stefan-hencke-30800a8) (LinkedIn)  
[www.convensis.com](https://www.convensis.com) (Company)

## Top Skills

Public Relations  
Marketing Strategy  
Social Media

## Languages

German, English, French, Spanish

## Certifications

Dipl. Ing.  
Dr. Ing.  
Professor

## Honors-Awards

Best Young Athlete of the Year

# Prof. Dr. Stefan Hencke

Founder & CEO, Professor of Economics  
Stuttgart Region

## Summary

Entrepreneurship, Management, Strategic Communications, Strategic Partnerships, International Marketing, Public Relations, Change Communications, Digital Strategy, eCommerce, Omni Channel, Online Marketing, Business Development

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## Experience

Convensis GmbH  
Founder, CEO and Chairman  
January 2001 - Present (21 years 4 months)  
Stuttgart, Berlin, Frankfurt, Zürich

Founder, CEO and Chairman

SV Stuttgarter Kickers e.V.  
Mitglied im Aufsichtsrat  
November 2021 - Present (6 months)  
Stuttgart, Baden-Württemberg, Deutschland

Convensis Publishing Network GmbH  
Founder & CEO  
January 2009 - Present (13 years 4 months)  
Stuttgart, Baden-Württemberg, Deutschland

Convensis International Corp.  
Founder & CEO  
July 2014 - Present (7 years 10 months)  
New York, Vereinigte Staaten von Amerika

Convensis Engineering GmbH  
Founder & CEO  
January 2014 - Present (8 years 4 months)  
Stuttgart, Baden-Württemberg, Deutschland

finCraft GmbH

Mitglied im Aufsichtsrat  
November 2021 - Present (6 months)  
Bad Homburg vor der Höhe, Hessen, Deutschland

Brainhouse247  
Mitglied im Aufsichtsrat  
October 2021 - Present (7 months)  
Stuttgart, Baden-Württemberg, Deutschland

Deutsche Public Relations Gesellschaft e. V. (DPRG)  
7 years 10 months  
Member of the Jury  
June 2015 - Present (6 years 11 months)  
Berlin Area, Germany

Vice President  
July 2014 - Present (7 years 10 months)  
Berlin  
Strategy, Controlling, Community

GIVE e.V.  
Managing Director  
April 2015 - Present (7 years 1 month)  
Stuttgart  
Health Care, Life Science

Fachhochschule Kiel  
Member of the PR Advisory Board (ProBono)  
November 2014 - Present (7 years 6 months)  
Kiel Area, Germany  
Controlling, Innovation

Deutscher Rat für Public Relations e.V.  
Member of the Board (ProBono) German Council for Public Relations (DRPR)  
September 2014 - Present (7 years 8 months)  
Berlin  
Controlling

Hochschule Trier  
Professor  
September 2001 - Present (20 years 8 months)

Trier

Professor for economics and business administration

### Hencke Brand Consulting

Founder and CEO

September 2007 - Present (14 years 8 months)

Stuttgart, Zurich, Frankfurt

Founder and CEO

### HEFA Consult

Co-Founder and CEO

May 2012 - December 2019 (7 years 8 months)

Frankfurt

Co-Founder and CEO

### Balluun

4 years 9 months

Vice Chairman Board Directors

July 2017 - June 2019 (2 years)

Forster City / USA

Member of the Advisory Board

October 2014 - June 2019 (4 years 9 months)

Foster City / CA

Controlling, Innovation

Chairman of the board

July 2015 - June 2017 (2 years)

Zürich and Foster City/USA

Strategy, Controlling

### Rühle-Diebener-Publishing House

Editor In Chief

January 2002 - December 2007 (6 years)

Stuttgart und Umgebung, Deutschland

### DSU GmbH

CEO

January 1998 - December 2000 (3 years)

Pforzheim

Managing Director

Cadeaux GmbH  
Marketing Director  
January 1997 - December 1997 (1 year)  
Bangkok, Koblenz  
Sales & Marketing Director

HM Marketing GmbH  
CEO  
September 1994 - December 1996 (2 years 4 months)  
Business Development Corporation

DTB e.V.  
Assistant Managing Director  
August 1991 - August 1994 (3 years 1 month)  
Executive Assistant

Justus-Liebig-Universität Giessen  
Assistant Research  
March 1989 - July 1991 (2 years 5 months)  
Giessen  
Assistant Professor Veterinary Medicine, specially Behavioral Physiology

Bundeswehr (German Federal Armed Forces)  
Obergefreiter / Corporal  
October 1981 - September 1983 (2 years)

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## Education

Justus-Liebig-Universität Giessen  
Dr. Dipl.-Ing., Agrarbusiness und Management · (1984 - 1991)

Universitaet Muenchen-Weihenstephan  
Research Doctorate, Agrarbusiness und Management · (1988 - 1989)

Universidad de San Carlos de Guatemala  
Research Doctorate, Veterinärmedizin · (1987 - 1988)

Rheinische Friedrich-Wilhelms-Universität Bonn  
Mathematik