A black and white photograph of a man sitting on the deck of a sailboat, working on a laptop. The background shows a marina with many other sailboats and their masts. The image is dark and moody, with the text overlaid in white.

PASSION FOR PERFORMANCE

HANS GENTHE

*„For me, performance means  
achieving goals with continuous improvement,  
starting from the main issues and  
working with pragmatism and creativity in all details.“*

## My profile

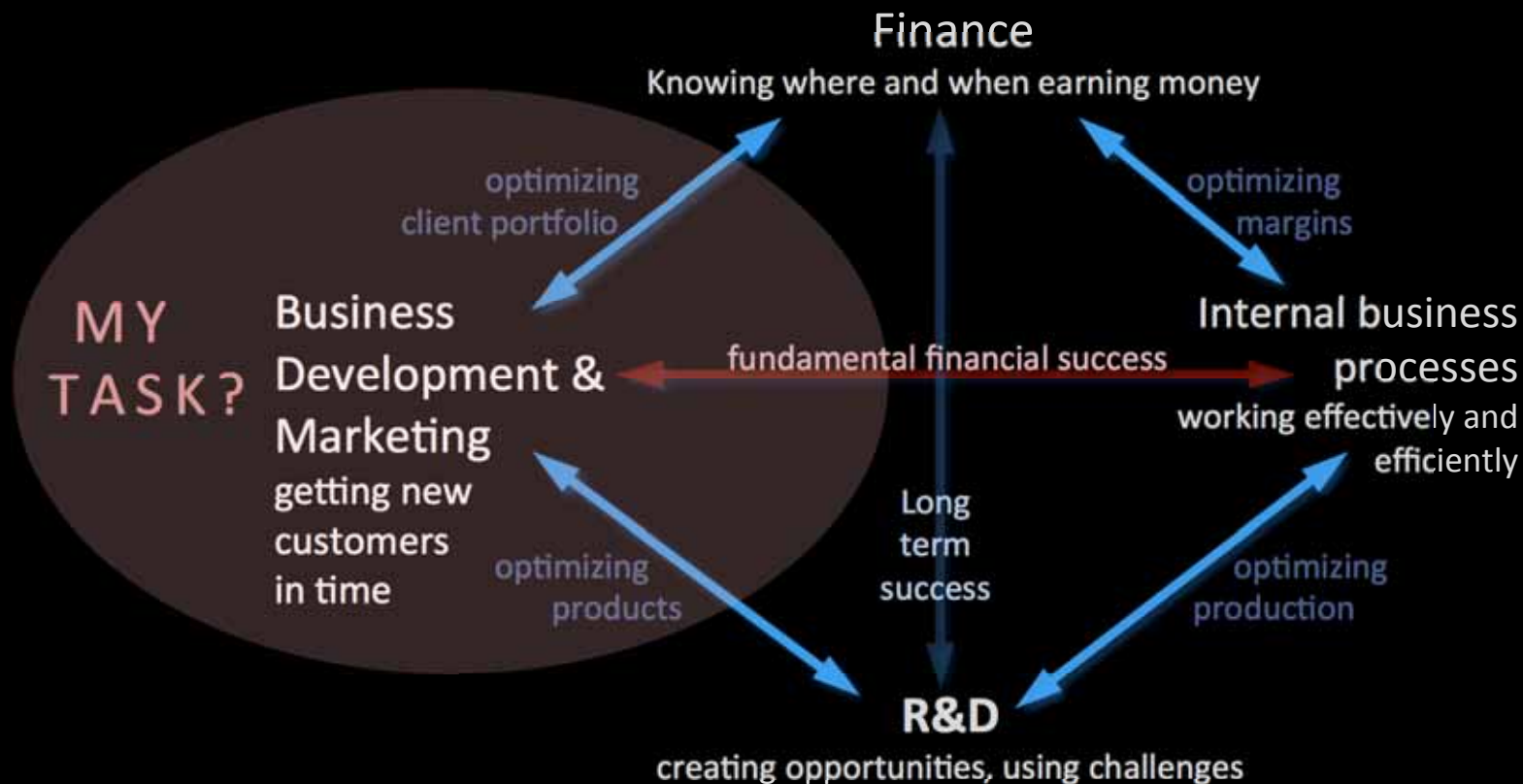
30 years marketing and business development.  
20 years as consultant/managing director of GentCom, 10-20 employees.  
4 years yacht tuning/carbon composite manufacturing

- 150% client orientation
- Always curious, always learning
- Love to transfer knowledge and teach my team
- Like to work responsible, entrepreneurial in a team
- Structured work, like to use databased systems
- Hate to waste time with unnecessary administration



# BUSINESS DEVELOPMENT & MARKETING

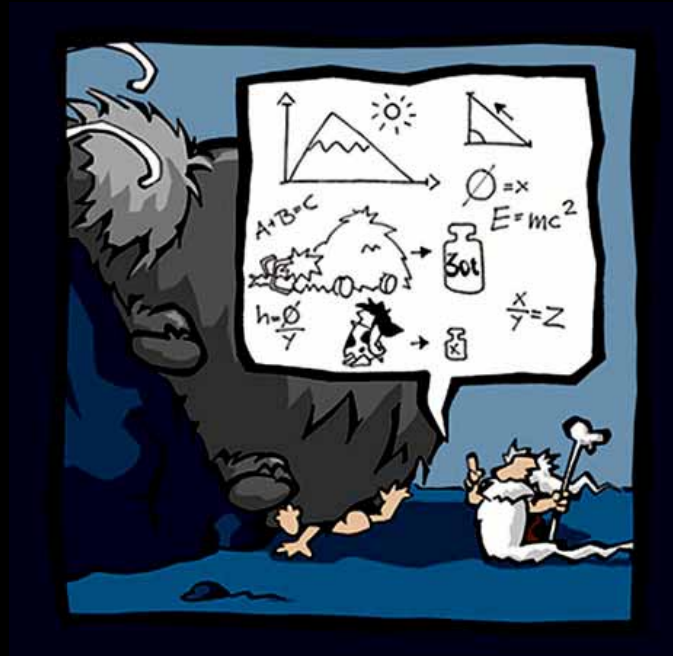
My favourite role.



# BUSINESS DEVELOPMENT & MARKETING



# CONSULTING



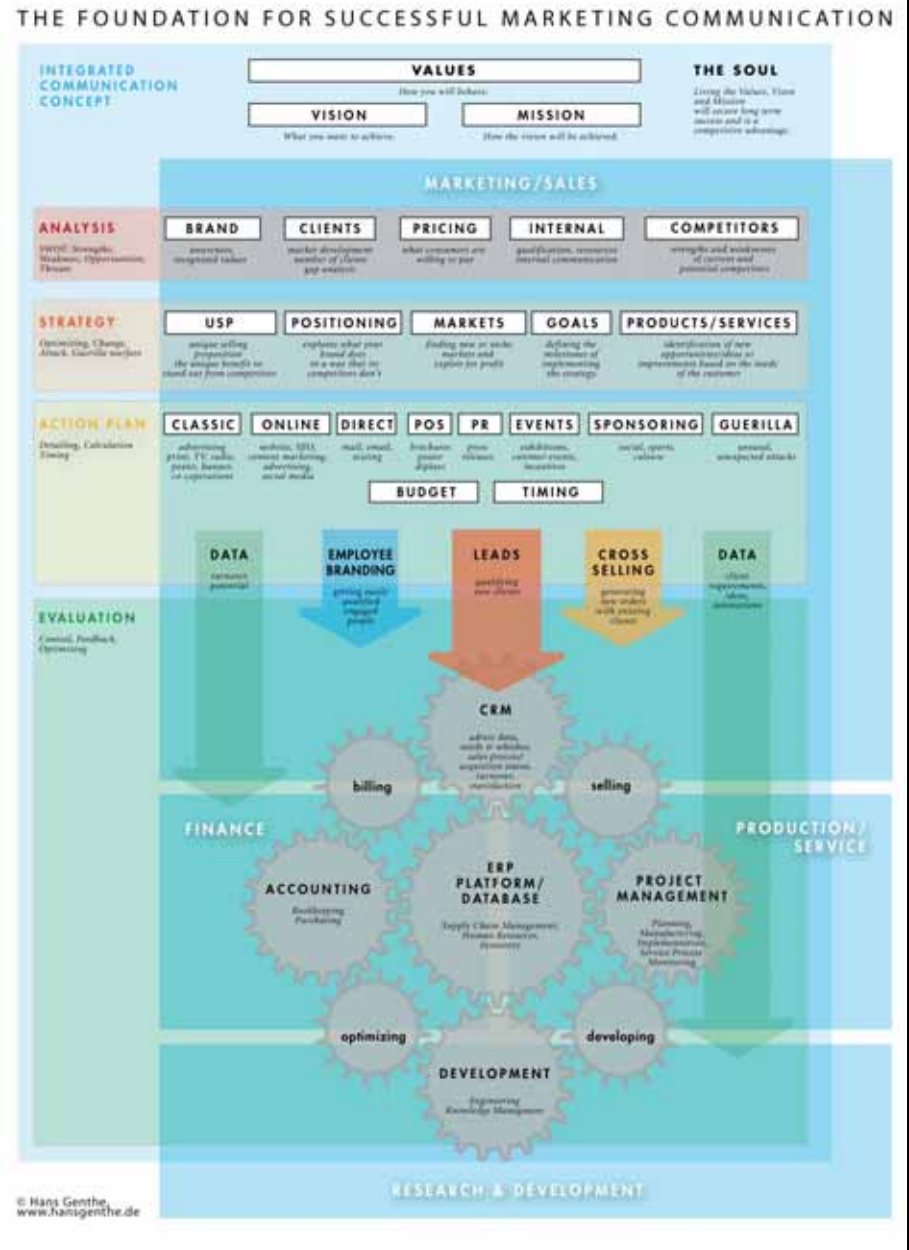
*... for your long-term success.*



# STRATEGY

Long lasting success was always based on communication concepts

- analysis
- strategy
- implentation/realization
- success monitoring & budget controlling (CRM-systems)



# SOME REFERENCES

GentCom®



# EXTENDED MARKET KNOW HOW

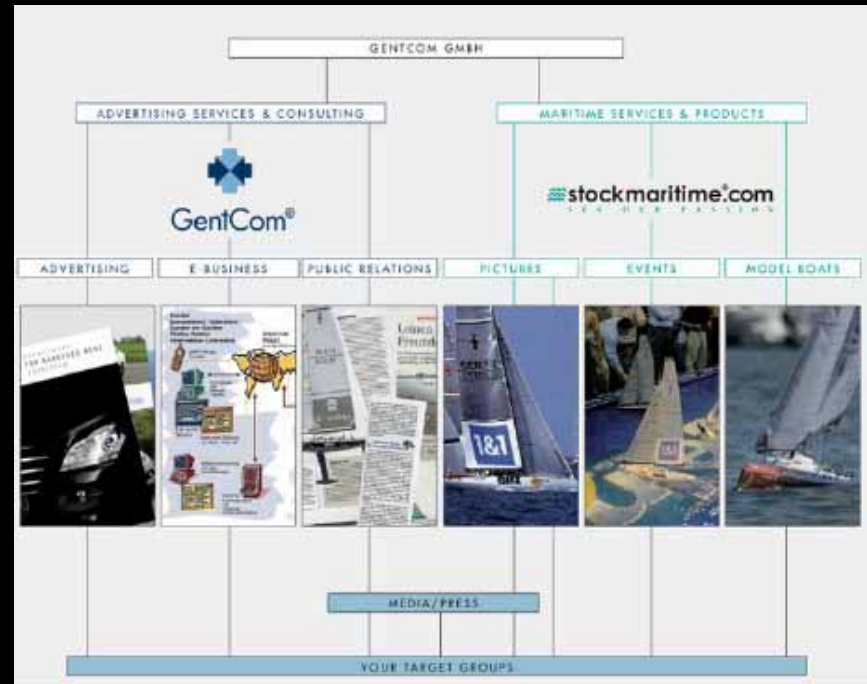
30 years in marketing means:

Deep knowledge of markets

- automotive
- composite
- maritime/superyachts
- architecture/construction

Personal contacts/network

- excellent contacts  
in the german market
- good contacts  
in european markets





A black and white photograph of a man sitting on the deck of a sailboat, working on a laptop. The boat is docked in a harbor with many other sailboats visible in the background. The image is dark and moody, with the text overlaid in white.

PASSION FOR PERFORMANCE

# SELECTED PROJECTS

# INTERNAL/EXTERNAL COMMUNICATION

Communication concept internal/external Deutsche Bank GTS.

With 30.000 people

GTS was the

IT backbone of  
Deutsche Bank.

Communication  
concept, events,

brochures,

employee magazines,

PR, analyst

communication, ...



# INTERNAL/EXTERNAL COMMUNICATION

TECHNO Einkauf GmbH is the world biggest car dealer purchasing association. In Germany 1600 sales points (including the biggest independent car dealer groups) are connected to the TECHNO. Communication concept internal/external, claim, ebusiness structure, retail brand campaigns, ... up to establishing a new professional qualification: the car accessory salesman.

13 years consulting and service:  
production of brochures,  
catalogues, events, POS  
material, invitations, ...





# CORPORATE DESIGN/COMM.-CONCEPT

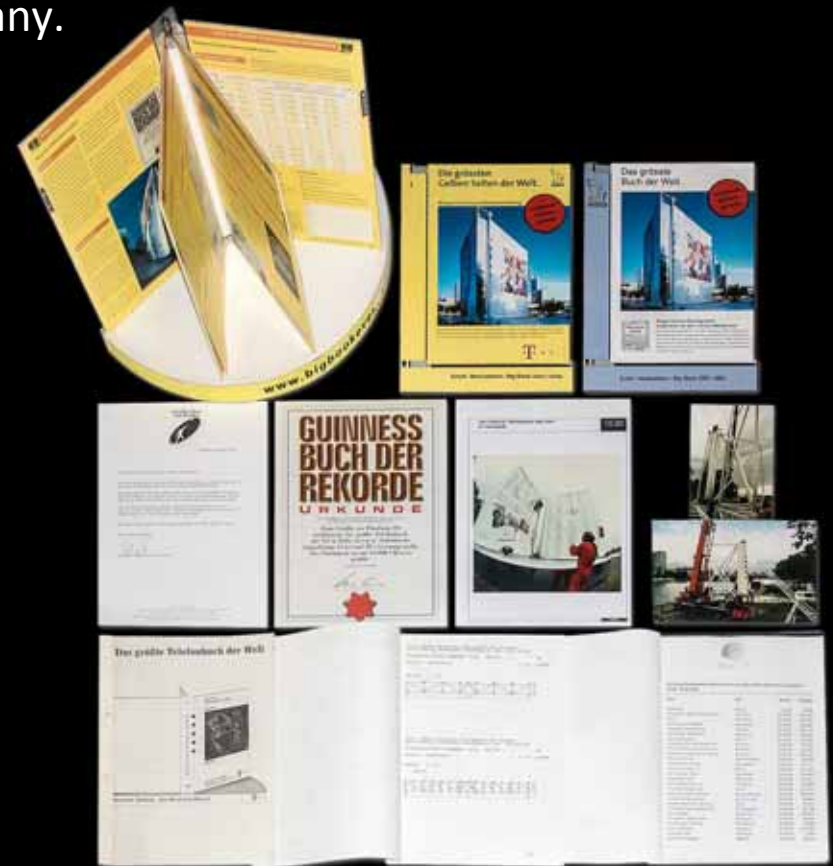
The Ihlenberger Abfallentsorgungsgesellschaft is the biggest waste disposal ground in Europe - and the most modern and sustainable. Communication concept, logo, claim, corporate design, brochures, website, signs, PR, exhibitions, events, ...



# EVENT/PR

Design & production of the "biggest telephone book of the world" (9m high). 1,4 Mio. media equivalent value during the first event. Setting of the company Big Book GmbH and organizing further events.

Concept, managing the Big Book company. Selling adverts (9m x 5,65m), PR, event organization, media analysis.





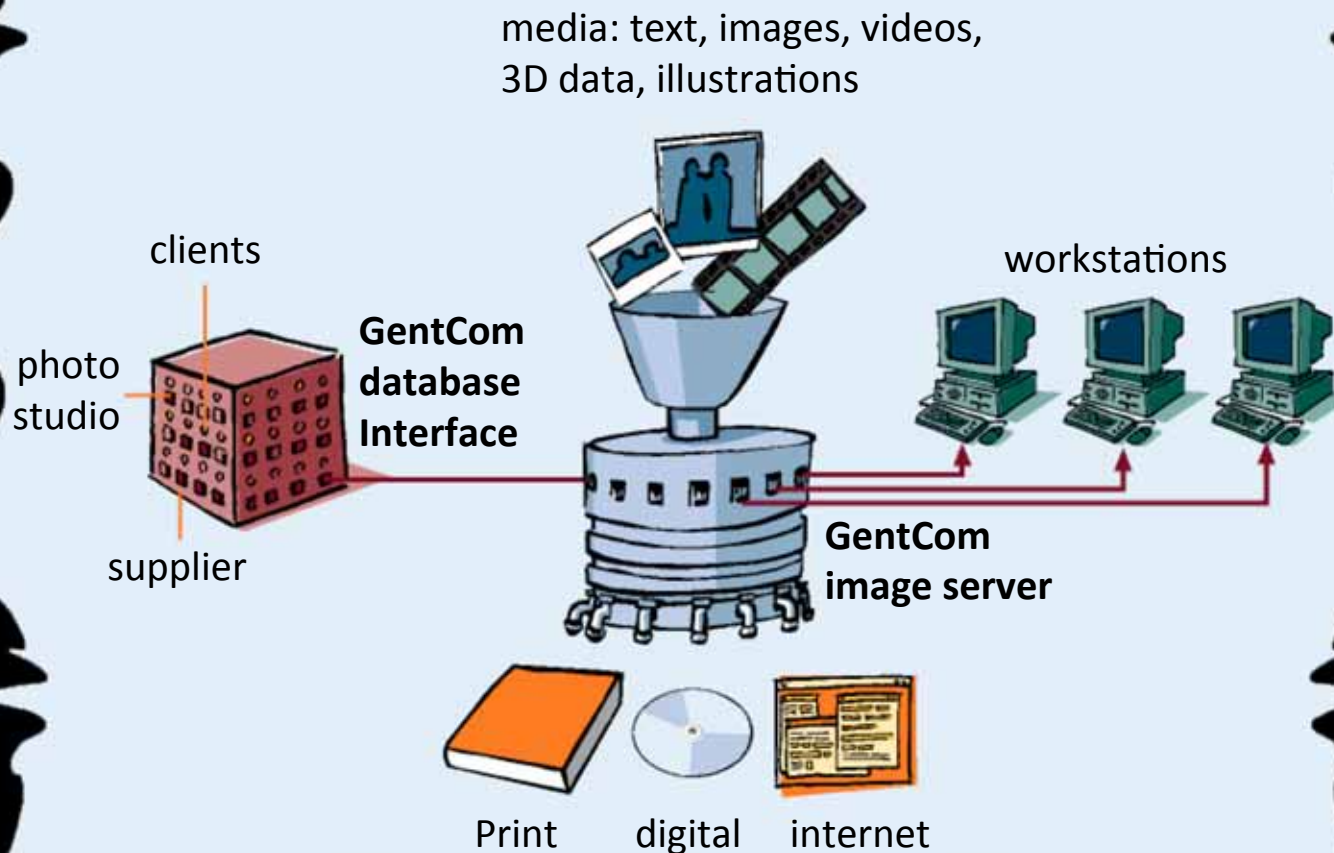
# INNOVATION



*... in order to save your money.*

# GENTCOM CM PUBLISHING SOLUTION

## Consequent databased workflow



# APPROVED COMMUNICATION PROCESS



# STOCKMARITIME RC MODEL YACHTS

THE 3x1 ONE DESIGN RACER



FINE SALTWATER RESISTANT SEAGOING RADIO CONTROLLED YACHTS

THE VOLVO OCEAN 65



FINE SALTWATER RESISTANT SEAGOING RADIO CONTROLLED YACHTS

THE J-CLASS



FINE SALTWATER RESISTANT SEAGOING RADIO CONTROLLED YACHTS

THE M155



FINE SALTWATER RESISTANT SEAGOING RADIO CONTROLLED YACHTS

THE C-CLASS



FINE SALTWATER RESISTANT SEAGOING RADIO CONTROLLED YACHTS

THE BV110



FINE SALTWATER RESISTANT SEAGOING RADIO CONTROLLED YACHTS



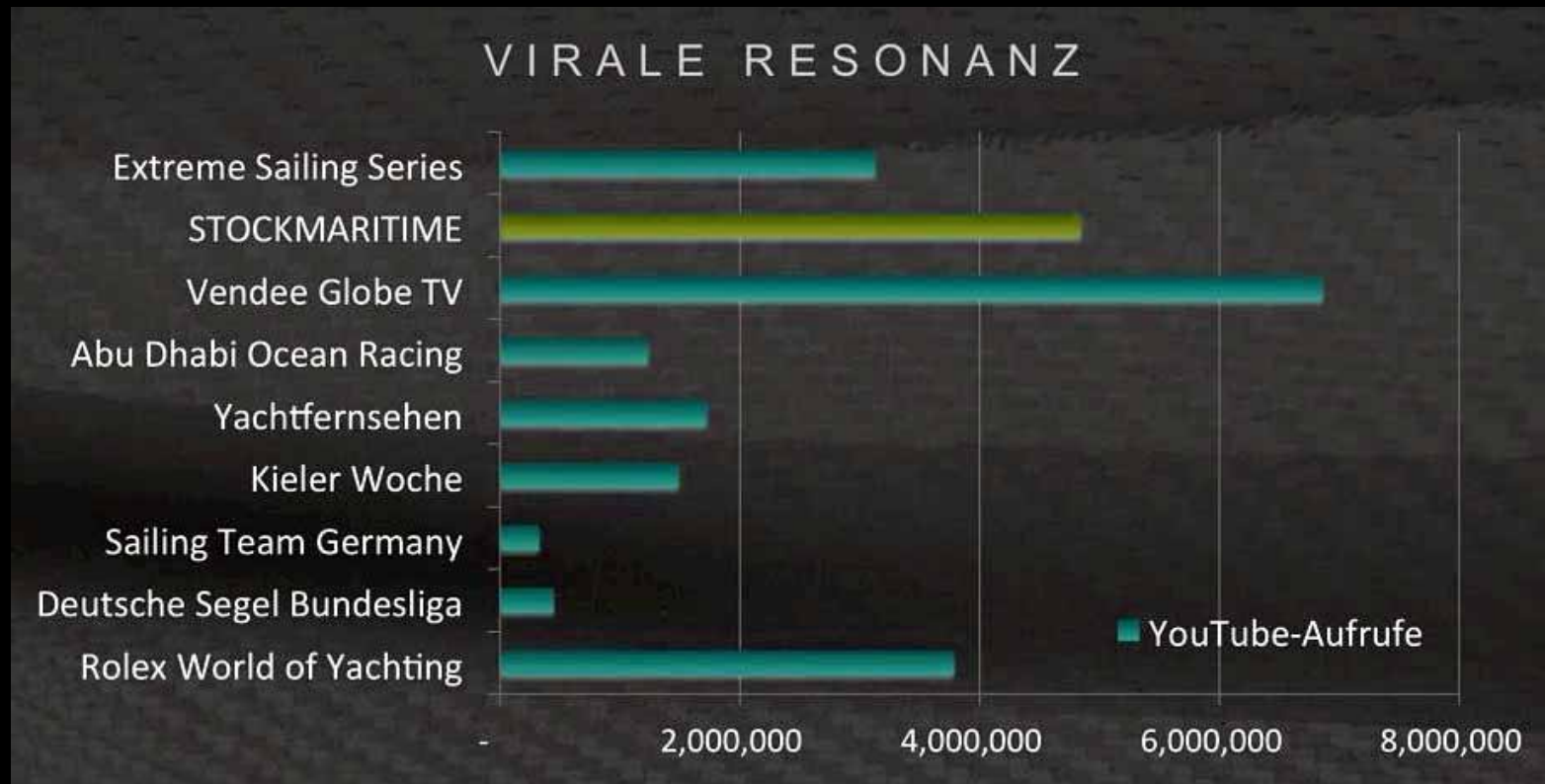
# PRODUCE EXPERIENCE AND SHARE





# SOCIAL MEDIA – VIDEO MARKETING

Excellent awareness of the model yacht youtube channel “stockmaritime”



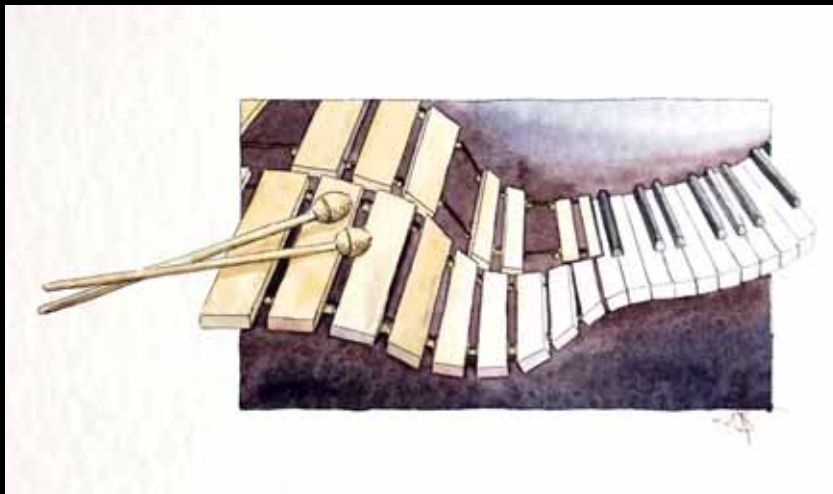
# CREATIVITY



*... so you will be remembered.*

# BASIC SKILLS

Graphic/design, photography & video, illustration



# LOGO DESIGN





# TEXT, LAYOUT, PHOTO

Several hundred pages text/images for magazines & books:  
Autohaus, Segeln, Yacht, Yachting World, ...





# SERVICE



*... to make you feel comfortable.*

# FULL SERVICE CONCEPT

GentCom service department/  
inhouse production

- project management
- event organisation
- graphic/design/layout
- pre-press
- digital printing
- photostudio
- video production
- webdesign
- application development
- image database



# CATALOGUE PRODUCTION

400 pages/year. Concept, text, design, photo production, design, pre-press, production, delivery





Become more visible and get some reinvestment.





# TRANSPARENCY

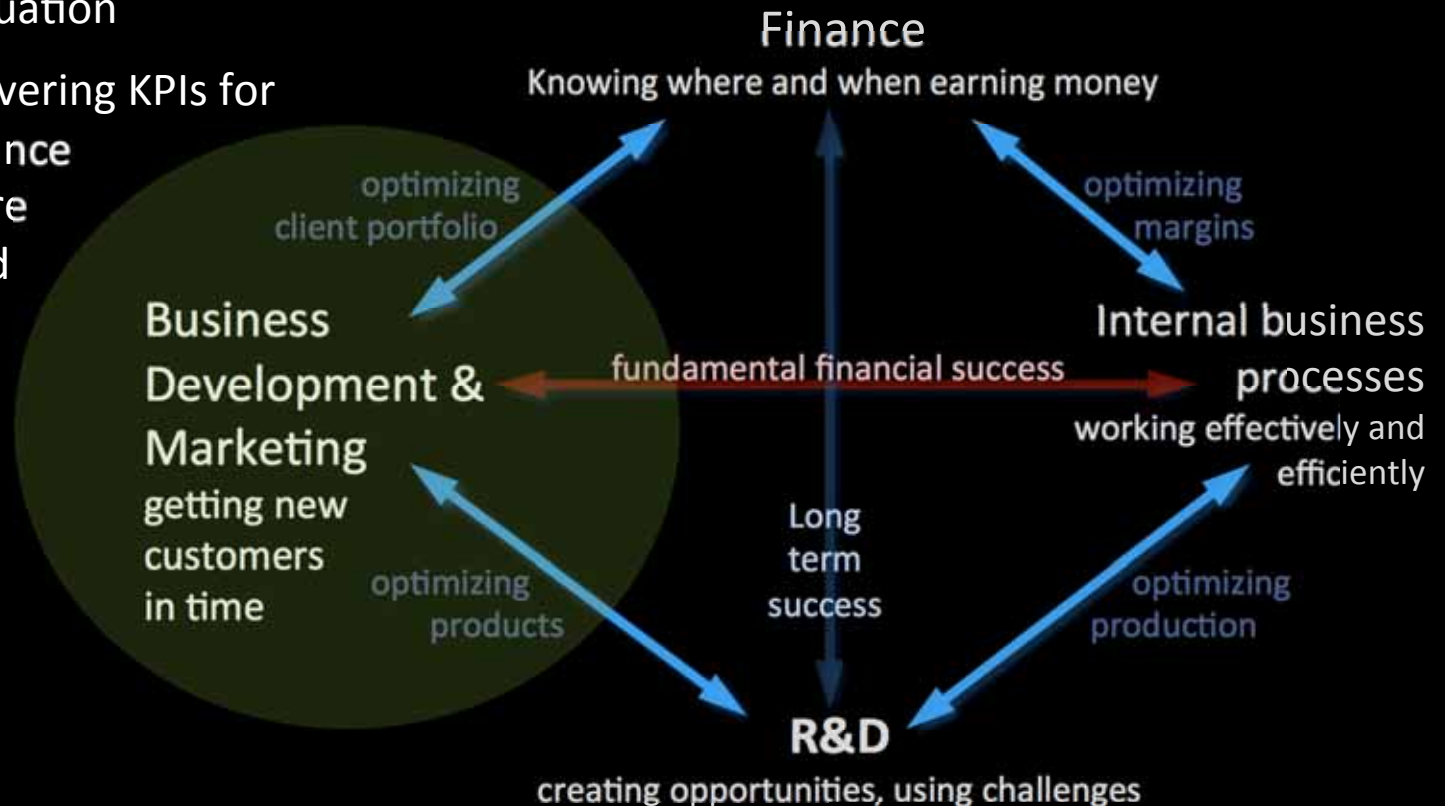


*... so that you invest your money wisely.*

# RELIABILITY

Taking responsibility - leads to long-term customer relationships

- Calculation
- Budget controlling
- Evaluation
- Delivering KPIs for Balance Score Card



# MEDIA ANALYSIS

- media reports/analysis
- Media database
- website analysis

PR-contacts

11,3 Mio 13,1 Mio 13,8 Mio 14,6 Mio

media  
equivalent value

276.000 € 316.100 € 329.100 € 378.365 €

2009

2010

2011

2012



A black and white photograph of a man sitting on the deck of a sailboat, using a laptop. He is wearing a light-colored t-shirt and dark pants. The background shows a marina with many other sailboats and their masts. The image is overlaid with a semi-transparent dark layer.

PASSION FOR PERFORMANCE

PRO BONO



# KNOWLEDGE TRANSFER

- 1999 - many lectures/dissertations
- 2019 about communication, marketing, social media, ...
- 2004 - several lectures/
- 2019 dissertations sail trim/maneuvers, working as a sail trainer
- 2002 - consultant/coach
- 2003 Haspa-McKinsey-Startup competition
- 2002 - honorary work for
- 2006 Hamburg chamber of commerce as a startup marketing coach



PASSION FOR PERFORMANCE

PRIVATE



# PRIVATE ACTIVITIES

Passion for photography and watercolor





# PRIVATE ACTIVITIES

## Passion for sailing

After more than 150-200,000 miles sailing and about 300-400 races, my teams and I have won some race classics, some of them several times: Round Skagen, Round Bornholm, Round Funen, Kieler Woche (FD), Silverrudder ...





# PRIVATE ACTIVITIES

Passion for composites  
since 1984

- 1986 1. price architecture model house with composite roof
- 1986 selfmade Honeycomb deck Flying Dutchman
- 1988 developing a Flying Dutchman
- 1992-2019 yachts tuning/private projects
- 2005-2015 model yacht production



A black and white photograph of a man sitting on the deck of a sailboat, using a laptop. The background shows a marina with many other sailboats. The text "PASSION FOR PERFORMANCE" is overlaid in the upper center.

PASSION FOR PERFORMANCE

*[www.hansgenthe.de](http://www.hansgenthe.de)*