

Ingo Becker

Principal at mindrockets

München, Bayern, DE

Digital Communications & Social Business Strategist | CEO & Founder

@mindrockets

Biography

Ingo Becker is a digital communications and social business strategist, living and working in Munich, Germany. Presently he works as CEO & Founder at mindrockets. His passion for communications and media has brought him to many cities and countries, where he constantly identifies conversation impacts as well as new economical and social ideas. Over the past years he lived in Frankfurt, Hamburg, and Berlin, before coming to Munich. Ingo's professional emphasis is on counseling various companies and brands in terms of digital communications. In addition he focuses on strategy and implementation of corporate communications and establishment of dialogue with target groups at social networks within the the digital web. Furthermore he continues to explore the future role of digital media in his professional work, corporate workshops, keynote speeches, and conference panel discussions. Specialties - Corporate and Public Relations, Web 2.0 / Social Media Relations. Product PR. Reputation Management and Positioning. Experience on Crisis and Financial Communications. Featured Industries - Mobile Business, Information Technology, Telecommunications, GPS/Sat-Nav, Automotive, Financial Services.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Information Technology and Services, Social Media, Public Relations and Communications

Areas of Expertise

Trend Scouting, Communications Strategy, Strategic Communications, Reputation Management, Agenda Setting, Storytelling, Content Marketing, Social Media, Community Management

Affiliations

<http://www.placobo-kickers.de>

Event Appearances

Mobile Lösungen zur Kundenansprache: Social Media

Messe München GmbH: Communication World 2012 #CCW12

Market Your Product: Social!

Deutsche Telekom AG: Delight Your Customer

Start Up Rallye

Deutsche Telekom AG: Delight Your Customer

Storytelling

Tourismuscamp 2011

Social Media ist tot! Oder doch nicht?

Convention Camp 2011 #CCH11

Wieviel Social Media ist genug für den Mittelstand?

BarCamp Hamburg 2011 #bchh11

Alles Wolke, oder was?!

DTKS Cloud Roadshow

Education

Georg-August-Universität, Göttingen

M.A. Journalism & Communication, Politics, Political Anthropology

Accomplishments

Professional Emphasis

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