

EIKE J. LANGE

Relevance is not accidental. It is built.

DIRECTOR BRANDS & HEAD OF SEGMENT TV · TRANSFORMATION & AI · EXECUTIVE COACH

I build **customer-first brand systems** — clear positioning, repeatable structure, measurable impact. 25 years in editorial & brand, from reporter to **Director Brands at Bauer Media Group**. Brand leadership, AI and organisational development in one logic — grounded in audience insight and data, enabled by AI.

Brand	AI	Audience	Transformation	Coaching
STRATEGY & ARCHITECTURE	WORKFLOWS & SYSTEMS	INSIGHT & DATA	ORGANISATION & CHANGE	EXECUTIVE & TEAM

— 01 · BRAND & EDITORIAL

Brands that win at the newsstand.

- / Portfolio brand strategy & architecture
- / Refresh of the TV top brands incl. tv14 (Europe's largest TV magazine)
- / Neue Post — Germany's leading yellow since 2019

— 02 · TRANSFORMATION & AI

Systems that make relevance repeatable.

- / AI-driven planning intelligence designed & built
- / Production re-set from story- to need-driven, leaner
- / Agile organisational development · change · AI workflows

— 03 · COACHING

Clarity where complexity blocks action.

- / Executive & Agile Coach (Beratung Judith Andresen)
- / 1:1 sparring for leaders · team · organisation
- / Systemic, hypothesis-led, open-ended

Method over ego. Execution over talk.

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