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Press release

Benjamin Klöck moves to Whybrand as Managing Partner

Benjamin Klöck (50) has joined Whybrand during August as a Managing Partner. He will lead the business of the brand agency together with the founding partners Friederike Biegel, Alex Buck and Christian Kosfeld. He is also responsible for developing the new Munich office.

Klöck comes to Whybrand from hw.design, also based in Munich, where he had been managing director for the last eight years. He has advised clients including Siemens, ProSiebenSat.1 and, most recently, Implenia (Switzerland) in the area of corporate communications and brand management.

The management at Whybrand and Benjamin Klöck already know each other well. All four were previously in the management team at the Peter Schmidt Group, where Klöck led the Munich office of the BBDO subsidiary for ten years.

Christian Kosfeld: "I am happy that, with Benjamin, we have been able to win someone as partner who is not just a real brand professional but who is also a good friend. In this way, we are staying true to the path we have been on up until now."

The expansion of the new Munich location is in line with Whybrand's operational approach. With a central creative hub in Berlin and the consultancy services in Frankfurt – and now also Munich – Whybrand offers the right physical proximity to its customers and can package up creative resources in all disciplines in one location.

Benjamin Klöck: "I am very excited about the new role and old colleagues. Whybrand is optimally set up to be able to offer the best advice during these times, and at the same time, to deliver excellent creativity in a highly efficient way. We have all learned in the last few months that decentralised working is not only possible, it can also offer huge advantages."

About the agency:

Whybrand is an owner-operated branding agency that was founded in 2013 in Frankfurt by Friederike Biegel, Alex Buck and Christian Kosfeld. The opening of the Berlin office followed in 2017 as a central creative hub. Whybrand's expertise lies in strategic consultancy for brands and brand management, the development of brand design solutions, and in the realisation and implementation of communication measures.

A selection of current clients from the Whybrand portfolio includes: Leuze, Linde Material Handling, MAN Truck & Bus, Schwarz Gruppe, Triton.