

Hello, I'm Thomas

Freelance PR Consultant in Munich, Germany,
with a passion for tech and a heart for startups



pr-for-tech.com



25 Years' Experience

in Tech PR, Corporate Communications, and Content Marketing

- PR expert for tech vendors, digital players, and startups
- 14 years on the agency-side, clients from SMEs to multinational corporations
- 10 years Head of PR at two startups
- Freelance Consultant since 2025

— —Some of my References— —

Burda...

SIEMENS

 **NetApp®**

 **GHOSTERY®**

CLIQZ

 **Marin**


QPLIX

 **aptean**

Why work with me

- Turn complex technology into clear business value
- Strategic thinking, hands-on delivery
- Senior stakeholder management (C-level, partners, investors)
- Media expertise & strong journalist network
- Reliability, confidentiality, and pragmatic execution

High-Profile Media Relations

- Press office / spokesperson · Media briefings & training · Monitoring & reporting
- Articles, Interviews, Press Releases, Product News, Customer Stories
- Thought leadership & corporate storytelling
- Coverage across business, trade & consumer media (incl. broadcast)

— — Published in — —

Frankfurter Allgemeine

CNN

WIRED

NZZ

Wirtschafts
Woche

tagesschau¹

Handelsblatt

CIO

Communications Strategies

I create effective and efficient strategies based on

- Sharp analytics: I have a background in science
- Long-term experience: I know what works and what doesn't
- Mapping of markets and audiences with messages and stories
- Clarity about goals and KPIs
- Your budget and team resources

Corporate Communications

- Executive Positioning
- Internal Communication
- Employer Branding
- Crisis Communication
- Investor Relations (media-facing)
- Analyst Relations
- Award and Event Management

Content and Social Media

- Case Studies, White Papers, Reports, Studies
- Blog Posts
- SEO/GEO Content
- Landing Pages and Lead Generation
- Video, Podcasts and Webinars (Concept)
- LinkedIn Content and Networking
- LinkedIn Ads and Lead Generation

Hallo DACH, Hello World

- Based in Munich, connected throughout the DACH market. I help international companies enter the German, Austrian, and Swiss markets—and support DACH players on their way to the US and other markets.
- Experienced in international PR setups; confident in the cultural specifics of the DACH region.
- Native German speaker, business fluent in English.

PR and Content for the AI Era

- I use modern AI tools responsibly (GDPR-compliant, EU AI Act ready) while protecting IP and sensitive data.
- Improve your visibility in AI-generated answers (ChatGPT, Gemini, Perplexity, Bing/Google AI) with E-E-A-T-driven content
- To cut through the AI-generated noise, human expertise, authenticity and relationships matter more than ever

How we work together

- Average availability up to 20 hrs/week
- Flexible project or retainer engagement, no overhead

Rates (guidance)

- Individual projects: €95/hour, €760/day
- Recurring projects: €85/hour, €680/day
- Retainer (equivalent of): €75/hour, €600/day

Boost Your PR

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Book a meeting: <https://calendly.com/hello-pr-for-tech/30-minutes-to-boost-your-pr>

