

# EIKE J. LANGE

**Relevance is not  
accidental. It is built.**

DIRECTOR BRANDS · TRANSFORMATION & AI · EXECUTIVE COACH

I build **customer-first brand systems** — clear positioning, repeatable structure, measurable impact. 20 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 &<br>ARCHITECTURE | WORKFLOWS & SYSTEMS | INSIGHT & DATA | ORGANISATION &<br>CHANGE | EXECUTIVE & TEAM |

— 01 · AUDIENCE STRATEGY

**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 · AI STRATEGY

**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 &  
TRANSFORMATION

**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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