

Thomas Heinrich Schottenloher

Independent Senior Producer & Project Lead

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www.legion3.com | Based near Munich - Germany & international

Profile

Senior producer and project lead connecting brand, space, content and technology. Experience across international exhibitions, live communication, digital platforms and marketing leadership, combining freelance assignments, employed roles and independent productions.

Core expertise

Project and account leadership; stakeholder coordination; budget and resource planning; digital production; CMS and content operations; team and production partner management.

Selected Experience

Schmidhuber

Senior Project Manager - Digital Delivery | Feb-Jun 2025

Freelance Feb-Mar; employed Apr-Jun. Took over the digital workstream for Rittal, Eplan and Cideon at Hannover Messe 2025. Coordinated content, CMS workflows, testing and playback across 52 physical displays. Subsequently supported projects across teams in an employed senior project management role.

Jack Morton Worldwide

Senior Account Manager to Senior Digital Producer | Jun 2022-Apr 2023 | Freelance

Account and stakeholder management for BDR Thermea, Remeha and Brötje. Budget owner for a production budget of up to EUR 1.5 million. Moved into hands-on digital production for ISH 2023, coordinating web and app platforms, content and on-site display delivery.

Company Bike Solutions

Director Marketing | Nov 2021-May 2022 | Employed

Led marketing strategy, team development, PR, external partners and budget management. Helped restructure the marketing organisation and prepare a rebranding.

Traffic Productions

Account Director (Etat-Direktor) | Mar 2020-Aug 2021 | Employed

Led the Schleich account across integrated brand communication, content and digital production. Directly managed a 15-person creative team covering photography, video, editing, graphics, CGI, programming and design.

Apleona / Alpensektor

Head of Project Management | Aug 2019-Jan 2020 | Employed

Led coordination and delivery of graphics, presentations, video and print for AIRBUS, HENSOLDT and IABG. Combined departmental leadership with hands-on senior project management.

Experience & Background

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Innocean Worldwide Europe

Retail Marketing / BTL Account Manager | Sep 2018-Feb 2019 | Freelance

Supported Hyundai through retail marketing and below-the-line account management.

Knorr-Bremse - via Avantgarde Experts

IAA Project Manager | 2018 | Temporary employment assignment

Coordinated the planning phase for IAA Commercial Vehicles 2018. Managed timelines, milestones and stakeholder information, preparing the handover to the internal event and technical team for final production and delivery.

Apleona / Alpensektor

Senior Project Manager | Sep 2017-Feb 2018 | Freelance

Project management for the graphics department and exhibition tenders, including the AIRBUS / Bauhaus Luftfahrt project for ILA Berlin 2018.

adidas Originals - via Avantgarde Experts

Global Retail Marketing Manager | Aug-Dec 2016 | Independent contractor

Coordinated with activation managers across ten global markets. Supported flagship-store projects, brand approvals and retail communication.

Intel Germany - via Avantgarde

Event & PR Manager | Jun 2015-May 2016 | Freelance

Supported gamescom and IFA 2015, including independent delivery of the ShowStoppers partner and PR event. Continued as second event project lead for CeBIT 2016 with responsibility for on-the-ground operations.

Earlier Experience

BOLD: project management for G-SHOCK x Maharishi and VisitBritain x Hostelworld (2014). VICE: freelance event production for Xbox, Philips, Casio and RVCA (2013). FORMAGANDA Berlin: responsibility for on-site event delivery (2011). Earlier roles in hospitality, club management and action-sports events.

Independent Practice

LEGION3 | Founder & Producer | Since 2003

Independent production platform developed alongside freelance assignments and employed roles, with varying activity over time. Music, action-sports and cultural productions include the Skullcandy ISPO Party and Bright Experience Extraordinaire.

Education & Languages

HAITEC AG, 1998-2001: vocational training as Informations- und Telekommunikationssystem-Kaufmann (IT systems commerce). IHK qualification, 2001.

German: native | English: fluent, including business negotiations | French: basic

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