

# FABIAN LESTE

Lilienthalstraße 3  
44879 Bochum

M: +49 170.812 45 90  
E: info@fabianleste.de

DOB: 13.09.1977  
Hamm / Germany

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## AWARDS

- 2010 red dot Design Award
- 2012 German Design Award

## INTERESTS

- Brand related psychology and sociology
  - Design languages and cultures
  - Fotodesign & Style
  - Sports & Sportsmarketing
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## MILESTONES

### September 2022 - Actual

Dornbracht AG & Co. KG  
Head of global Brand & Product Marketing

Functional and disciplinary leadership of the Brand Operations and Product Marketing Team  
Agency and Vendor Management  
Creative Lead of all brand related initiatives  
Refined and adapted global Brand Positioning strategy

### September 2019 - October 2022

think about IT GmbH  
Head of Marketing

Functional and disciplinary leadership of the Marketing Department  
Development Rebranding / Adaptation to employer branding Brand  
Value definition and application across all strategic touchpoints  
Partner with: Apple, Microsoft, Lenovo, Dell, HP, Logitech, Epson

### October 2018 - August 2019

Drei Elemente GmbH  
Head of Brand

Creative and disciplinary lead of the company  
Customers:  
Westfalenhallen Dortmund,  
Deutsche Basketball Bundesliga,  
Brauerei Brinkhoffs,  
Caritasverband e.V.  
Kinderlachen e.V.

### October 2014 - September 2018

Field Interactive GmbH  
Corporate Brand Account Manager

Creative lead, Design Director and Executive Consultant  
Customers: OBO Bettermann GmbH / Global Marketing  
Hexion INC. / Global Marketing  
Palfinger Group  
Dörken Group

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## LANGUAGES

German: native  
English: fluent

## PRIVATE

Sports: Endurance, Alpine and mountain sports

[www.fabianleste.com](http://www.fabianleste.com)

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## MILESTONES

### **November 2009 - September 2015**

Koenigsklasse GmbH  
Owner, Founder and Design Director

Founder of a Branding and Brandmarketing company

Customers:

Volkswagen Nutzfahrzeuge

R+V Versicherungen

RV 24

Pelipal Badmöbel

Textum GmbH

### **March 2007 - October 2009**

Toronto Star Newspapers Ltd./ Canada  
Art- & Design Director

Creating and Developing magazine formats to merge European and North American style and content.

### **Janary 2003 - February 2007**

Art Director & Brand consulting

Freelanced based design and brand consultancy

Bringing your studies into reality

### **March 2001 - November 2002**

PGPA GmbH  
Junior Art Direction

Learnings the basic craft as a design student

## Education

### **1998 - 2002**

Diploma Kommunikations- & Mediendesigner  
WAM Dortmund

### **1998**

High School Diploma | Abitur  
Christian Dietrich Grabbe Gymnasium Detmold

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