

Business Profile



Monika Bremer

CEO of govad MUSIC
and Music Teacher
at Deutsch Evangelische Oberschule (DEO) Kairo

email: monika@govad-music.com

web: www.govad-music.com

web: www.monika-bremer.de

phone: +20 109 6456623

Summary

govad MUSIC, former AGENTUR govad, founded in 2007, is an intercultural working agency in the music business. The name „govad“ results from the fantasy language „Sindarin“ of Tolkien’s „Lord of the Rings“ and means „to make people meet each other“. And this name is program for our intercultural work.

BUSINESS

Social Media Marketing and Content Management
Emotional Marketing: Sound Branding and Auditory Display (Earcons, Sonification),
Public Relations and Marketing Consulting

ARTISTS

Management and Concerts

Director is Monika Bremer, Munich and Cairo. Monika is an experienced project manager, looking back on 25 years of international business experience in bank and industry environment as project manager, marketing manager and business development.

She is certified as local teacher in Cairo as well as in Social Media Marketing.

She also got professional education in Booking and Artist Management at the EBAM (Academy for Event- and Culturemanagement) in Munich, Journalist Education (Laudius) and Online Media Training at the Bavarian Academy for Journalists. Monika is currently living in Cairo, also working as music teacher at the DEO (Deutsch Evangelische Oberschule).

She is working with an international team with different nationalities, characters and competencies!

govad MUSIC
INTERCULTURAL MUSIC BUSINESS



Experience

CEO | Managing Director at govad MUSIC, Intercultural Music Business, Cairo and Munich

June 2014 – Today (2 years 6 months)

www.govad-music.com

BUSINESS:

Emotional Marketing: Sound Branding and Auditory Display (Earcons, Sonification)

Public Relations and Marketing Consulting

ARTISTS:

Management and Concerts

ACADEMY:

Academic Music and Art Education (from mid of 2017)

Music Teacher at Deutsch Evangelische Oberschule (DEO) Cairo

July 2015 – Today (1 year 5 months)

Teaching academic music lessons from grade 2 to 10

Coordinating music activity like junior choir and music ensemble

Music Teacher at CBS Cairo British School, Cairo

August 2014 – April 2015 (9 months)

Teaching Music from Foundation School (3 years old)

up to Middle School Year 9 (15 years old)

with

- Music Theory (Notes, Composers, History)
- Music Listening and Understanding
- Music Activity

Music Teacher at BHS German School Beverly Hills, Cairo

September 2013 – Juni 2014 (10 months)

Owner Agentur govad – Begegnung, Kultur, Projekt, Munich

January 2010 – May 2014 (4 years 5 months)

AGENTUR govad

Begegnung, Kultur, Projekt.

Intercultural Projects, Cultural Science, Culture Management

Delivery Coordination | Training Management for Nokia Siemens Networks at KPMG Oy Ab

July 2011 – July 2012 (1 year 1 month)

Sabbatical Year

January 2009 – December 2009 (1 year)

diving in Sinai, backpacker in Thailand, Motorbike driving licence, a couple of weeks in a monastery and

three months in a social project in Rio de Janeiro, Brazil

Business Development, Pricing Specialist at Infineon Technologies, Munich

December 2000 – December 2008 (8 years 1 month)

- Pricing Specialist in Sales/Marketing
- IT Business Transformation: Project Leader for customer services
- Ident Solutions: Customer Solution Manager
- New Markets and Relations (Chipcard): Business Development Manager for ebusiness and banking

Productmanagement at Financial Market Service Bank (former DAB Bank AG), Munich

1998 – 2000 (2 years)

Productmanagement, Inhouse Consulting at DAB Bank AG, Munich

1995 – 1998 (3 years)

Skills & Expertise

Management | Consulting | Business Strategy | Product Marketing | Product Management
Project Management | Business Development | Cross-functional Team Leadership |
Presentation Skills

Sound Branding | Auditory Display | Digital Marketing | Event Management | Social Media
Marketing | Content Management

Concert Production | Tour Management | Tour Booking | Journalism | Public Relations |
Music Industry

Cooperative Learning | Music Education | Music Theory

Courses

Music Teacher Deutsch Evangelische Oberschule (DEO) Kairo

ZFA REFO Training I, Cooperative Learning

ZFA REFO Training II, Cooperative Learning

ZFA Teacher Certification for Local Teachers, Cairo

CEO | govad MUSIC Managing Director

Journalism (Laudius)

Social Media Marketing (Alison)

Inhaberin Agentur govad – Begegnung, Kultur, Projekt

Freelance Journalism – crossmedial working (Bavarian Academy for Journalism)

Booking – Erfolgreich Konzerte beschaffen (EBAM Munich)

Artist Management (EBAM Munich)

Further Business Trainings

@Risk for Excel

Kommunikationstraining: Das 99-Tage Training

Workshop Betriebssysteme und Datenbanken

Praxis Workshop: Recovery statt Reparatur – Beschwerdemanagement

Grundkurs Quark X-Press

Gruppendynamik

Configuration Management with Rational Clear Case

Introduction to CMMI

Languages

German (native)

English (business)

Arabic, French (basics)

MONIKA BREMER

Cairo, June 2017