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MEET THE EXECUTIVE TEAM

Klaus Holzapfel

Founder, Board of Directors



Managing Partner, **conceptbakery** LLC

Klaus Holzapfel is managing partner of **conceptbakery USA**. Prior to **conceptbakery**'s inception, Klaus worked for nearly a decade in the financial sector as a currency trader. During that time, he spent 6 years with Deutsche Bank in Luxembourg. During the internet boom of the late 1990s, Klaus left the financial industry to explore opportunities in the developing digital world. Klaus partnered with his brother, Felix, to found **conceptbakery** in 2002. The two then shifted the business's focus from web-design to non-traditional marketing. Today, Klaus is involved in many social media landscaping projects and manages a number of online communities. He resides in Denver, Colorado.

Dave Taylor

Vice President, Board of Directors



Principal, Intuitive Systems

Dave Taylor has been involved with the Internet since 1980 and is widely recognized as an expert on both technical and business issues. He has been published over a thousand times, launched four Internet-related startup companies, has written twenty business and technical books and holds both an MBA and MS Ed. Dave maintains three weblogs, "The Intuitive Life", focused on business and industry analysis, the eponymously named "Ask Dave Taylor" (<http://askdave.taylor.com>) devoted to tech and business Q&A and "The Attachment Parenting Blog," discussing topics of interest to parents. Dave is a top-rated speaker, sought-after conference and workshop facilitator, and frequent guest on radio and podcast programs.

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Felix Holzapfel

Chair of European Activities



Managing Partner, conceptbakery GmbH & Co. KG

Felix Holzapfel is managing partner of **conceptbakery Germany**. Felix began his professional career early, winning various awards and recognitions for projects, including a unique supply-chain-management module. Felix partnered with his brother, Klaus, to found **conceptbakery** in 2002. Felix also teaches at universities, including Marthin-Luther University in Halle and universities in Jena and Weimar and focusing on alternative, digital and cross media marketing. He also lectures at a number of marketing conferences. Felix has published two books, having authored *Guerilla Marketing - Online, Mobile & Crossmedia* and co-authored *Leitfaden Online Marketing* with Dr. Torsten Schwarz. He currently resides in Cologne, Germany.