

### **Micha Goes, member of the board**

Currently a member of the board and partner of SOLUTIONS Branding & Design Companies AG, Micha Goes joined the company in 1997 as Art Director. It was he who, in 2001, set up the first SOLUTIONS branch in Munich. In doing so he created an important pillar for the company, one that now employs over 20 staff, handling leading clients from southern Germany and German-speaking countries and making a substantial contribution to overall sales.

An expert in packaging, Micha Goes, 45, very quickly discovered his specialist area: for his diploma, which he completed at the Institute of Design in Hamburg, he developed innovative packaging concepts for Philip Morris. So it was little surprise that, after graduating, he would go on to gain further experience in packaging design with some of Hamburg's leading agencies, including Windi Winderlich (now named The Brand Union). His work is marked by a desire to develop designs that are not only visually attractive and expressive, but also strategically sound. Conceptual advice represents an important part of his work.

Within his responsibilities for the overall area of product branding, in addition to the Naming and Trend Management units, Micha Goes currently employs his time between the company's Hamburg and Munich offices. There, he works intensively on the networking of departments, establishing the foundations for the expansion of the range of services offered by SOLUTIONS.