



Stromer lives Swissness, enthusiasm and partnership.

Since 2009, myStromer AG has been developing internationally award-winning speed pedelecs that redefine urban transport with outstanding performance, connectivity and design. Our goal: to develop the best S-pedelecs and inspire people to use them every day. To achieve this, we bundle all competences under one roof at our Stromer Campus in Oberwangen - from development to assembly, marketing and sales. Because with every single idea, we shape the mobility of tomorrow together.

Since 2022, the Desiknio brand has also been part of the myStromer AG portfolio. Our Stromer and Desiknio brands combine a high level of innovation, fully integrated design, leading technology and first-class quality. Together, we pursue the goal of shaping the future of mobility with more driving pleasure, efficiency and quality of life. At the same time, Desiknio is the ideal complement for the Stromer product portfolio. Desiknio's premium e-bikes, which are designed in Spain and handmade in Europe, are perfectly suited for inner-city traffic and shorter distances with an assistance of up to 25 km/h. We are #HereToChange. And you?

We build the best speed pedelecs and urban e-bikes in the world.

As an event professional, you constantly improve the unique brand experience of Stromer and Desiknio at high-quality event formats?

Then we have the perfect match!

We are looking for you to start immediately or by arrangement, in Frankfurt am Main, as a

Event Marketing Manager (f/m/d) 100%

Your tasks:

- Planning, coordination and implementation of all myStromer AG event formats: bike and mobility fairs, end consumer events, dealer events, Stromer On Tour (test drive events), product launch events, sponsoring events, conferences and internal company events
- Creating an annual event calendar in close cooperation with the sales and marketing department
- Work closely with various internal departments such as R&D, Sales, Dealer Support and Customer Service to continuously improve the quality of the event formats
- Budget responsibility for all event formats; as well as preparation of monthly event reporting
- Event communication: Development and implementation of various communication measures before, during and after various events to raise awareness of the Stromer brand and to bind potential new customers to the market
- Planning and implementation of sponsoring events and activities (e.g. Alinghi Red Bull Racing, Montreux Jazz Festival)
- Planning, implementation, and redesign of various internal award programs
- Management of the entire Stromer test bike fleet; periodic inspection of the event material together with the event logistics partner
- Selection and supervision of event and logistics agencies and other external partners



- Continuous collection of new event ideas and trends, as well as further development of the event formats of the Stromer & Desiknio brands

Your profile:

- Completed training and/or studies or further training in the field of events, marketing, communication, business administration
- Experience in event management, ideally in the cycling/automotive/lifestyle/sports industry
- Proven success in the planning and implementation of various event formats (events and trade fairs)
- Structured, organized and reliable way of working; stress resistance and working under time pressure
- Creativity and innovative spirit, as well as interest and curiosity in event trends in the mobility industry
- Team player, with very good German and English language skills (oral and written)
- Flexibility, independence and accuracy paired with passion, creativity and a passion for e-bikes and mobility
- High willingness to travel and work weekends

What we offer you:

- Work with purpose! You will be the event professional of a dynamic electric mobility company, with innovative products that you can use yourself every day
- An exciting and varied task in a dynamic, future-oriented and internationally active company with a clear growth strategy
- A motivated team and a family atmosphere, a high degree of creative freedom and fast decision-making processes
- A corporate culture based on personal responsibility and initiative
- Modern and attractive employment conditions; flexible working options such as home office; discounts on the purchase of Stromer/Desiknio bikes

Have we aroused your interest? Then send us your complete application documents by e-mail to: jobs@stromerbike.com. If you have any questions, please contact Sandra Todt, Head of Human Resources, on +41 31 848 23 92. We look forward to hearing from you.