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City Marketing Scholarship Winner Announced

Christian Behrendt, Creative Director, R/GA New York and Co-Founder of 2011 Cyber Grand Prix Lion Winner "Pay with a Tweet" has been awarded the 2012 City Marketing Scholarship, a full-tuition scholarship to attend the Berlin School's prestigious part-time global Executive MBA in Creative Leadership program.

Behrendt will begin his EMBA program studies in Berlin on September 9th, 2012 together with 20 other new "Berliners" from 10 countries.

The September start group added to the March 2012 start group marks the school's largest and most diverse program intakes for 2012 since launching the EMBA program in 2006.

"We're very pleased about the quality of scholarship applicants. Reutax is grateful for the opportunity to be able to support the City of Heidelberg and the Berlin School in this way."



"I'm excited and honored to win the EMBA City Marketing Scholarship", Behrendt states. "I can't wait to join the inspiring community of past and present "Berliners". I am also thankful to the Berlin School, Reutax AG and the City of Heidelberg to bring this scholarship to life and give me the opportunity and platform to explore and define how Digital, Social Media and especially Mobile will help create an exciting, collaborative and engaging future for the field of City Marketing."

Commenting on the impressive number of scholarship applications received from around the world, Soheyl Ghaemian, CEO & Chairman of Reutax AG - the principal financial supporter of the scholarship - said, "We're very pleased about the quality of scholarship applicants. Reutax is grateful for the opportunity to be able to support the Berlin School in this way." Reutax is a privately managed global talent and staffing firm specializing in senior level positions ranging from startups to small and medium businesses (SMBs) and Fortune 1000/public entities.

Over the course of the EMBA program Behrendt will concentrate his EMBA thesis research work on the city of Heidelberg, Germany, which was another key supporter of the creation of this special scholarship opportunity.

Behrendt is also a successful author, entrepreneur, and teacher who has taught "Pop-Culture Engineering" at the Miami Ad School New York for over three years, and is co-author of the digital era advertising book, "Oh my god what happened and what should I do?"