
Dr. HAJO SCHUMACHER



Journalist and Publicist

Dr Hajo Schumacher is one of Germany's best-known TV presenters and the author of numerous successful books. He addresses current topics with subtle irony.

Born in 1964, Hajo studied journalism, politics and psychology, and completed his doctoral thesis on Angela Merkel's political leadership strategies. He worked for the German weekly magazine Der Spiegel, as well as serving as chief editor of the magazine Max. Since 2002, he has worked as a freelance author, writing regularly for daily newspapers and magazines. Writing under the pseudonym Achim Achilles, he was the longest-serving columnist for Spiegel Online and has written numerous bestsellers. He also comments on politics on TV and radio and presents the talk show "Auf den Punkt" for Deutsche Welle TV.

Hajo is a sought-after and versatile speaker and presenter who captivates his audience with his profound sense of humour and insightful questions. He takes journalistic independence and thorough preparation for granted, and he masters all sorts of events with ease and charm.

Topics (Selection):

- Media/New Media
- Social Marketing
- Elderly Living