



**Co-Founder rheingold-Institut
Renowned Social Analyst**

Psychologist Stephan Grünewald is co-founder and managing director of the renowned rheingold Institute, bestselling author and “psychologist of the nation”, "Frankfurter Allgemeine Zeitung" calls him. He is considered one of the most perceptive and powerfully eloquent German social analysts.

Grünewald (*1960) studied psychology at the University of Cologne. In 1987 he established an institute for qualitative market analyses and impact analyses together with Jens Lönneker. Ten years later the institute was renamed rheingold Institute for Qualitative Market and Media Analyses. At the rheingold Institute, he and his colleagues conduct more than 5,000 in-depth interviews annually on current issues regarding market, media and society.

Since 1990, he has published numerous articles and studies on the topics of brand management, advertising impact, everyday life, youth and culture in print media, as well as on TV and radio. One of the focal points of his work is trend and social research. Stephan Grünewald is also a trained therapist in analytical intensive treatment.

He is a sought-after expert on television, in the press and in business. The captivating speaker always manages to put his finger on the wounds of German society while at the same time pointing out ways out of the general pessimism. Subtle and humorous, the psychologist and market researcher puts our everyday reality in the spotlight.