

MR MICHAEL KERSTEN MRONZ



Mr Michael Kersten
MRONZ
GER

BORN

1 MARCH 1967

EDUCATION

Friedrich-Wilhelm High School, Cologne, A-level certificate (1973-1988);
University of Cologne, Diploma in Business Administration (1988-1998)

CAREER

Founded the first company, “MM Promotion”, which still exists today as “Michael Mronz e.K.” (1988-); organised first Tennis Tournament (“Pohland Cup”, Cologne) (1988); Managing Director of “Aachener Reitturnier GmbH”, responsible for organising the CHIO Aachen together with the Club – the “Aachen-Laurensberger Rennverein e.V.” (1997-); founded new company, “MMP Event”, as a specialist for premium entertainment events in Germany. Projects included the Tennis “BMW Open by American Express” in Munich, large marathon events and major beach volleyball tournaments (2005-2019) (the company was sold to “ProSiebenSat.1 Media SE”); Head of the Organising Committee of the “2006 World Equestrian Games” (2002-2006); Board Member of the German America's Cup Team “United Internet Team Germany” (2006-2009); part of the Organising Committee for the “World Championships in Athletics 2009” in Berlin, responsible for marketing and ticketing (2007-2009); Head of the Organising Committee of the “FEI Europameisterschaften 2015” (2012-2015); Founder “MMH Michael Mronz GmbH” to act as an entrepreneur in the sports, media, event and technology sector (2013-)

SPORTS PRACTISED

Tennis, hockey, golf, athletics

SPORTS ADMINISTRATION

Member of the Curatorium – “Franziska van Almsick Swimming Kids Foundation” (2019-); Member of the Advisory Board – German Bundesliga Soccer Club “1. FC Köln” (2020-); Member of the Advisory Board – “BMW Open by American Express”, München, ATP 250 (2020-)

MEMBERSHIP OF OTHER ASSOCIATIONS

Member of the Board - children's aid organisation “Ein Herz für Kinder e.V.” (2010-2013); Member of the Curatorium - children's aid organisation “Ein Herz für Kinder e.V.” (2013-2014); Chairman of the Board - children's aid organisation “Ein Herz für Kinder e.V.” (2014-2017); Chairman of the Board – “Westerwelle Foundation” (2016-); Member of the Curatorium – “Excellence initiation” - Cologne Cancer Research Foundation (2017-); Member of the Board – “Ann-Kathrin-Linsenhoff-Foundation for UNICEF” (2018-); Member of the Board – “German AIDS Foundation” (2022-)

OTHER ACTIVITIES

Founded the initiative “Rhine Ruhr City” with the idea of a possible bid by the Rhine-Ruhr region to host the Olympic and Paralympic Games in the 2030-2040 decade, with a concept that focuses on ecological and economic sustainability and utilisation of existing sports and event venues (2016-)

AWARDS AND DISTINCTIONS

2006 Sports Manager of the Year, Horizont Magazine