



PROFILE

Name: Christian Gasche

Freelance journalist for technology, energy and communication,
ghostwriter and speechwriter
AI developer (SaaS) for editorial teams

Education

German studies, law, business administration; degree: Business Administrator (BA)

Professional experience

Since 1992 as communications consultant and journalist for agencies, NGOs, private limited companies and one publicly listed corporation; author for trade journals and content-marketing portals

Since 04/2002

Founder of **SIGMA** COMMUNICATION, an agency for editorial content, speechwriting, SEO content and communications consulting: www.sigmacommunication.de

Since 2006

Member of the German Speechwriters' Association (VRedS, vrds.de); 2019–2021 member of the executive board
Member of the German Journalists' Association, Hesse (DJV Hessen)

Range of services

Editorial: research and writing of editorial content for corporate publishing, trade journals, magazines, e-books, guidebooks, blogs, websites

Technology communication: automotive, electrical engineering, IT and cloud technology, IIoT, Industry 4.0, IT security, artificial intelligence, business intelligence, robotics, resource and energy efficiency

Speechwriting for politicians and for executives

SEO and GEO content: high-quality, original copy

Communications consulting: developing integrated, cross-media communication strategies

AI consulting for SMEs on content management using AI-based SaaS solutions

Industry focus

consulting and service companies; the aviation, energy, insurance, automotive, IT, financial and internet industries; retail, e-commerce, associations, educational institutions

Areas of interest

Editorial and speechwriting assignments for industry, service providers, political parties, associations, corporations, SMEs, Agencies, public authorities, brand manufacturers, advice portals, corporate-publishing houses



SIGMA COMMUNICATION

Christian Gasche | Am Stiegelschlag 9 | 60385 Frankfurt am Main

Phone: 069 / 7958 3670 | Fax: 069 / 7958 3669 | Mobile: 0171 / 496 05 99

Email: cgasche@sigmacommunication.de | Web: www.sigmacommunication.de

VAT ID: DE 233 705 107

Bank details

IBAN DE53 7012 0400 8514 1700 03

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Selected freelance projects

Client	Scope of work	Period
Adel & Link, agency	Trade articles on management consulting, digitalization and IT topics	Since 2022
German-Dutch Chamber of Commerce	Trade articles on economic and energy-policy topics	2021–2023
Agentur Frau Wenk	Trade articles on e-commerce and IT topics	2021–2024
Landesenergieagentur Hessen (State Energy Agency Hesse) (LEA)	Trade author for the LEA project „Energy Consulting for Businesses (EfU)“; brochures on energy topics such as 50 Efficiency Tips (production and administration) and Energy Efficiency in Hospitals	since 2021
VDE DKE	SEO copy for technical information, examples: Smart meters, sector coupling	since 2019
Mast-Jägermeister	Speeches for CFO Christopher Ratsch	2017–2021
HessenAgentur	Project reports on innovation funding (LOEWE 3 programme)	2017–2023
Hotwire Public Relations Deutschland	Ghostwriter for trade articles by leading IT hardware and software vendors and IT consultancies on digitalization, AI, BI	2017–2020
CHG Meridian AG	Speeches for CEO Dr. Mathias Wagner	2016–2020
Verlag der Deutschen Wirtschaft (Bonn)	Speechwriter and judge (since 2017) for the anthology „Die besten Reden von A bis Z“ (The Best Speeches from A to Z)	2015–2023
Aufgesang.de / Continentale Krankenversicherung e.G.	Editor-in-chief Beihilferatgeber.de ; conceptual consulting, editorial planning, management of an external editorial team, research and copywriting for SEO content	2014–2018
Ajando	E-books and blog posts for various IT hardware and software vendors (Avaya (SDN networks), Neuarbeit (Office 365), tax software Sage, energy provider LEW, KYOCERA	2013–2020
Aufgesang.de/ prdienst.de	Numerous client accounts in IT, e-commerce, motor and health insurance Including the content-marketing project sicher-motorrad-fahren.de , sicher-auto-fahren.de	since 2002
Lufthansa	Speeches for Passenger Airlines board member Jens Bischof	2013–2016
LSG Sky Chefs	Speeches and strategy papers for CFO Christopher Ratsch	2013–2016
Ministry of Social Affairs, Schleswig-Holstein	Speeches for Minister Kristin Alheit and State Secretary Anette Langner	2012–2017
RKW Hessen	Copywriting and consulting for the Hesse Initiative for Energy Consulting in SMEs , energieeffizienz-hessen.de	since 2012
Hamburg Senate Chancellery	Speeches for First Mayor Olaf Scholz, Second Mayor Katharina Fegebank and Senator Dr. Dorothee Stapelfeld	2012–2018
BMW	Speeches for Plant Manager Regensburg, Dr. Andreas Wendt, and for Sales Director Germany Karsten Engel	2012–2016
Musterhausküchen, MHK Group	Speeches for the board; SEO copy for retail-partner websites	2011–2012
Deutscher Fach Verlag	Freelance author for the trade journal „Unternehmensjurist“	2011–2016

Internationaler Bund (IB)	Project support for fundraising, recruiting and internal communications as an editor	2009–2014
Opel and GM	Speeches for board members and managing directors Corporate-publishing projects such as „Elektromobile Vielfalt“ (Electric Mobility Diversity)	2003–2011
TÜV Rheinland	Editor for customer and employee magazines Contributor to the 2009 GRI-compliant annual report	2003–2011

Client references

„Christian Gasche has repeatedly supported the DKE - German Commission for Electrical, Electronic and Information Technologies of VDE e.V. as an external freelance editor since early 2020, working on trade articles and interviews. As the organization responsible for electrotechnical standardization, it is part of our mandate to present technical subjects and content with sound expertise. We inform our clients and the public comprehensively about the latest developments for the safe operation of electrotechnical products and installations. His articles – among other topics on the energy and heat transition (sector coupling), smart home, medical devices, digitalization, Industry 4.0 and artificial intelligence – demonstrate a deep understanding of the technical and economic aspects across a wide range of fields. Christian Gasche is also skilled at making complex information – especially in the field of standardization – clear and concise for lay readers. His contributions stand out for thorough research, structured presentation and high quality. He works professionally, reliably and on time. We are very satisfied with Christian Gasche's work and can recommend him without reservation. His articles have made a significant contribution to communicating our positions and the topics relevant to us to a broad public as part of our communication strategy.“

Florian Spittler, Member of the Executive Board

[DKE - German Commission for Electrical, Electronic and Information Technologies](#)

Christian Gasche has been writing byline and trade articles, media alerts and case studies as a freelance journalist since July 2017 for our renowned clients among international high-tech and IT companies. He writes eloquently and precisely for the target audience on hardware and software, app and database technologies, digital transformation, artificial intelligence, speech recognition, and network and cyber security. He translates texts from English into German and produces German-language copy of the highest quality based on briefings or interviews. He gets up to speed quickly on new, complex subjects and delivers results to our and our clients' complete satisfaction. He combines thorough research with precise execution of briefings and reliably delivers the desired quality on the agreed schedule. He demonstrates strong social and communication skills both in interviews with our clients and in working with our teams in Frankfurt am Main and Munich. That is why he ranks at the very top of our freelancer list and continues to support us as an external contributor across various accounts.

Georg Rehberger | Senior Copywriter Corporate Technology

[Content Lead, Hotwire Germany](#)

„Christian Gasche has been writing trade contributions, case studies, byline articles and interviews as a freelance journalist since 2022 for our clients in the B2B technology and IT sector. In doing so, he shows an outstanding feel for the high textual and technical demands of these companies, especially in the area of thought-leadership positioning. With his seniority and excellent social and communication skills, Christian Gasche quickly won the recognition of even our most demanding clients. We greatly value his solution-oriented, thorough and reliable way of working.“

Julia Gerecht, Adel & Link GmbH & Co. KG

Career stages prior to self-employment

03/2001-03/2002	RanCon Beteiligungs GmbH, unit www.jobs.de Head of Marketing Communications and Public Relations
08/1999-02/2001	Amadeus Fire AG (staffing services) Executive Assistant to the Board, Marketing Communications
06/1996-07/1999	Hessische Gesellschaft für Demokratie und Ökologie e.V. (Hesse Society for Democracy and Ecology), state foundation of the Heinrich Böll Foundation Education and Public Relations Officer
1992-1996	PR consultant at various PR agencies (Leipziger & Partner, Marketing Kommunikation Schmidkowski)
1988-1992	Freelance editor for city magazines
1990-1997	Executive board of the AStA (Student Union) at Goethe University Frankfurt (1990 to 1992) and city councillor in Frankfurt am Main (1993 to 1997)
Languages:	German native speaker, academic level, English B2 to C1
Software:	MS-Word MS-PowerPoint MS-Excel Professional web competence including CMS (Typo3, WordPress, CONTAO), HTML, image editing, Cision, Professional AI competence (ChatGPT, Claude, Perplexity, SUNO, DALL-E) + custom GPTs; SaaS development with Claude Code (redenschreiben.ai, transkriber.de, sigmacommunication.de)
Fee:	Fix salary p.a. or on a daily or hourly-rate basis plus statutory VAT, by negotiation. The General Terms and Conditions of SIGMA COMMUNICATION
Available for a meeting:	online on short notice, by arrangement

Frankfurt am Main, July 2026

