

Lorenz Beringer



General Manager of LOBECO

Lorenz Beringer has been working in the area of social media and digital since 2008. From 2010 to 2014 Lorenz Beringer was responsible for growing the digital reach at FC Bayern München as Head of Social Media and CRM. He set up the strategy and initiated the social media activities in 2010 and grew the FC Bayern fanbase on social media from zero to 24 Million fans on 15 official social media accounts worldwide starting from Facebook, Twitter, Google+ to social media networks like Sina Weibo, Tencent and WeChat in China.

In June 2014 Lorenz Beringer has founded the company LOBECO, a strategy consulting company for social media and digital. Lorenz Beringer is further consulting FC Bayern to extend its digital reach and meet FCB's business goals by new media campaigns.