

## **Prof. Günter Irmeler**

### **CFO Mehr-BB Entertainment**

Günter Irmeler was born in Frankfurt am Main in 1949. After leaving high school, he completed a degree in financial management. His professional career took him from Lower Saxony Tax Authority (tax audits), to the Gruner + Jahr and Axel Springer Verlag publishing houses, to the musical group Stella, which he managed from 1989 to 1999.

During this time, he was responsible for the productions CATS, STARLIGHT EXPRESS, PHANTOM OF THE OPERA, MISS SAIGON, BEAUTY AND THE BEAST (London), LES MISÉRABLES, JOSEPH, and Disney's THE HUNCHBACK OF NOTRE DAME, and established the "Musicals" genre on the German market.

Günter Irmeler was also responsible for building new theaters (such as the Neue Flora in Hamburg and the SI-Centrum in Stuttgart), where the individual musicals were performed. Apart from introducing the ticket reservation software and developing "musicals tourism", he also optimised special areas of theater, such as merchandising, dining and events.

Later he worked as a corporate consultant for concert organiser DEAG (Deutsche Entertainment AG), the CinemaxX cinema chain and the exhibitions sector.

Producer Maik Klokow took him on as a manager of the Mehr! Entertainment group in Düsseldorf in January 2011. Günter Irmeler is responsible for the entire financial area and expansions into the exhibition market, and helps Maik Klokow open up new fields of business. So Günter Irmeler was leading in acquiring the venue in Berlin and was responsible for the new theater construction in Hamburg.

Günter Irmeler is CFO at Mehr-BB Entertainment.