

VITA

Matthias Bierer
Director

After studying Film in New York as well as the renowned Maine Filmworkshops, USA, and finding his way into advertising film industry by working as production assistant, casting director and first assistant director, Matthias began his career as a director in 1991. Until today he shot more than 450 TV commercials and music videos for/in Europe and abroad.

His clientlist consist of international corporations like L'Oreal, Garnier, Proctor and Gamble, Dresdner Bank, Opel/Vauxhal, Nestle, Johnson and Johnson, Kraft Food, Beiersdorf, Deutsche Telekom, Henkel/ Schwarzkopf, Ferrero, Unilever, Dr.Oetker, Nestlé to name just a few.

Matthias' work reflects his ability of telling stories and creating lifestyle atmosphere. A large number of tv spots in the cosmetic / beauty area as well as in the peoples/ kids / celebrity corner proof his diversity and form the basis of his ongoing career.

Over the years, he became a brand in the german advertising market himself, profiting from his variety and his close work with actors and celebrities. The combination of stylish ambience and a glossy look with an authentic approach that directs the attention towards the characters, is what his work in the different fields has in common. Matthias is always looking for new challenges, that come along with the individual projects and that present the base for his motivation.

Several national und international awards and recognitions reflect his ability to be a creative and responsible teamplayer.

After spending several years in California, Matthias currently lives together with his wife and 2 of their 3 children near Hamburg in northern Germany.