

Dr. Mirko Caspar – Managing Director



Alongside company founder Dirk Graber, Dr. Mirko Caspar has been managing director of Mister Spex GmbH since 2011. The 46-year-old (born in 1972) marketing strategist is responsible for the Marketing, CRM & Customer Experience, Category Management, Public Relations and Product Management divisions and is in charge of international markets.

During his career Caspar gained a lot of experience in brand communication. Since 2006 he has been working as a marketing consultant and entrepreneur. He is a founder and managing partner of Userlutions and cpi Celebrity Performance. Until the end of 2010 he was a managing partner for the virtual world company Metaversum. Prior to that he spent four years in a leading position for the entertainment conglomerate Universal Music. Furthermore, the business graduate was managing director of a subsidiary company for mail order and direct marketing. As a management consultant and project manager for McKinsey, he significantly supported the development of the consulting company's strategic brand management tool from 1998 until 2003.

Mirko Caspar was born in Kassel, studied business administration at the Westphalian Wilhelms-University of Münster. In addition, he gained his PhD in brand strategies with professor Heribert Meffert.

Mirko Caspar about the development of Mister Spex:

“Within a short time span we have managed to establish a new way to buy glasses. We combine the advantages of the internet such as a large product portfolio and low prices with top quality and the personal services provided by local partner opticians.”



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Status: September 2018

Mirko Caspar about the omnichannel concept of Mister Spex:

“Our omnichannel concept is based on the close technical linkage of the online shop to our own stores and partner opticians. This ensures a smooth and consistent shopping experience across all channels for our customers. Thanks to omnichannel, Mister Spex can offer the customers the best of both worlds. We are sure that this is the future of retail.”