

# Matthias Vickermann



Matthias Vickermann is a successful entrepreneur, trained shoemaker and innovative sales professional. As founder and managing director of the bespoke shoe manufacturer Vickermann & Stoya in Baden-Baden, which has been established for 20 years, he has made a name for himself as a creative mastermind in luxury craftsmanship and its marketing. It is no coincidence that his manufactory was included in the “Brands of the Century” in 2024. The bespoke shoemaker knows how to constantly rethink customer acquisition and customer loyalty and even break new ground in sales. Matthias Vickermann personally goes wherever his customers are – for example, he...



## Topics

Digital Marketing & Online Marketing, Sales & Marketing, Transformation, Innovation & Technology, Trends, Future & Science

## Languages

English, German

