

-Lina Van de Mars-

CV

Lina is pretty confident in many different fields and not afraid of new and challenging at all. Always happy to learn something new. She likes working in teams as much as touring and being in the „battlefield“ as a lonestar.

Lina is pretty used to living in hotel rooms, cars and planes and loves the mix of London, Berlin and New York.

She is ambitious and a workaholic. Doesn't mind new people and loves learning new languages as much as art, design and new cultures combined with business ideas.

Through all these years she has been able to be staying true to her love to sports, music and media. Still being one of the biggest car and design maniacs one can find.

Lina has been able to create a huge network of all kind of important and inspiring people in all these years.

A network she loves to work with and that is always open for new and inspiring.

Leading a team in a friendly but very professional environment is one of her specialities, helping every single part of the team to be using their full talent and passion for what they are doing.

Her credibility of being an ambassador for a variety of brands is huge. As Lina only stands in for what she really loves and likes.

Therewith she has been working for a wide range of different brands in the now and past.

Personal Profile

Date of birth: September 13th 1979 / Munich
Place of residence: Berlin since 2000, part time USA since 2006 (New York/LA)
Languages: German, English, French, Dutch
Broken words of Swedish, Spanish, Italian
Height: 1,74 m
Haircolour: black
Eye Colour: blue
Clothing size: 36 / 38
Skills: CreativeMarketing, Producing, TV, Sports, Music, Social Media
Characteristics: Education spokeswoman. Patron of a variety of initiatives of the German Department of Commerce
Columnist of a variety of Automobil Magazines and newspapers, has been working in a variety of marketing fields from fashion to sports to corporate. Loves racing and sports

Education / Career

2000: Abitur in Munich - Masters in Sports and German
2000 to 2002: Drummer of band „Lemonbabies“ in Berlin, Touring Europe
2000 to 2002: Master’s Degree in Dutch and Indian philology as well as history of art at the Free University of Berlin
2002 to 2003: Freelancer for Sony BMG/Epic as PR promoter and tour manager (Destiny’s Child, Mia, Goldjunge, Lorien, J. Lopez)
2002 to 2004: training to be a motor mechanic
2003 till now: TV HOST for a variety of channels such as Discovery, Sport1,RTL2
since 2009: Jury member at „Goldenes Lenkrad“ /Springer Verlag/ BamS
Feb 2014: Graduate in motor mechatronics
since 2015: Patron „Womenize!“ (Action day for New Talent in Tech, Digital Business and Media)
2000 - 2016: Drummer for: Bonaparte, Northern Lite, Right Said Fred and others
2016: Senior Producer and marketplace advisor in Streetart , Contemporary Art on a variety of state and city projects in Berlin/Iceland/USA
2017: PR for team Xraid + participation at Rallye Dakar in Argentina, starting her own garage Berlin /NY

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Further performances / Participations

- since 2009:** Technician / prominent jury member at the „Golden Steering Wheel“ (BILD am Sonntag/ Auto BILD; Axel Springer Verlag)
- 2011 and 2012:** participation in the „TV total Stock Car Crash Challenge“ (Pro 7)
- since 2011:** Patron „Tag der Technik“ (Verein Deutscher Ingenieure & Bundesministerium für Wirtschaft und Technologie)
- 2012 to 2014:** presentator and co producer of the internet magazine „TecTV.de“ / Vereins Deutscher Ingenieure (VDI)
- 2008:** Race License and participation at the Turkish Rallye Championship
- 2009:** Participation at Middle East Rallye (e.g. Iran, Irak)
- 2013:** participation in Rallye „Aicha des Gazelles“ for Mercedes Benz in a prototype
- 2014:** ADAC Opel Rallye Cup in the contest of the German Rally Championship (complete season as a driver, finishing 2nd in senior)
- 2015:** presentor and coproducer of „Womenize! TV“
- 2016:** producer in art, marketing in car industries, creative head

Companies she has been working with in Marketing (as face of and as host) and Media:

Vodafone, Bosch, Ebay, BMW, Mercedes, Porsche, Audi, Cadillac, Opel, Lexus, Pirelli, Range Rover, Fulda Tires, University of Stuttgart, Ministry of Economy, Ministry of Transportation and Infrastructure, Plug and Play, Startup Autobahn, Universal Music, Spotify, Samsung, Hazet, Sonax, Sony Games, Paiste, Marshall, Caterpillar, Nike, Adidas, Zippo, ELO, Keeper, Iceland Airwaves, Airberlin, Recaro, Thyssen Krupp, Soho House, Tigerhill, Maybelline, L'Oreal, Barbara Schwarzer, Hugo Boss, Lena Hoscheck, variety of tattoo brands, a.m.m.

Moderation TV (a selection)

- 1991 and 1992:** part moderation, Eurokids (Tele 5)
- 1996 to 2002:** various moderations for VIVA, MTV, GIGA etc.
- 2004 to 2006:** host of the DSF/Sport1 series „Tuning TV“
- 2006 to 2013:** „Der Checker“ (DMAX as well as Discovery Channel)
- 2008 to 2009:** „Die Autoprofis“ (Sport1)
- 2011 to 2012:** presenter and producer of the Tattoo format „Lina hilft“ (Pro 7)
- 2010 to 2013:** presentation of the Live Show „ADAC GT Masters“,
host and editor „Abenteuer Tuning“ and „ADAC Formel Masters“
(Kabel Eins), „Designmytrailer“
- 2013:** „Mein neues Auto“ (Kabel Eins)
- 2014 to 2015:** car expert at Sat.1 - breakfast TV / Producer and host
- 2016:** Co Producer and host “Garage Girls” /RTL2

2013 to 2015: Hosting her own radio show ‘Mars Cars Stars’ on Star FM

Social Media

Homepage: linavandemars.com

Wikipedia: „Lina van de Mars“ German and English

Facebook: Lina Van de Mars Official

Instagram: [linavandemars](https://www.instagram.com/linavandemars)

Twitter: [VandeMarsLina](https://twitter.com/VandeMarsLina)

Snapchat: [linavandemars](https://www.snapchat.com/add/linavandemars)

Charity

Lina Van de Mars supports the animals rights organization PETA, the breast cancer prevention „Keep a Breast“ and is patron of the wheelchair workshop of the Katrin Rohde-Foundation in Ouagadougou/Burkina Faso. She also stands in for women in technical businesses and has been supporting the „Skate Aid“ Foundation internationally since 2016.

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Impressions





