

Create · Grow · Digitise:
Innovationsupport for Brands, Companies and Real Estate.
From idea to implementation. Together we will reinvent you!



Erik A. Leonavicius connects as an innovation expert theory with practice. He devoted himself more than 20 years of sustainable future creation of business models. He gained comprehensive project experiences at international consulting organisations such as Accenture, PricewaterhopauseCoopers, Dr. Kaub Consult and PKF Hotel Experts.

In 2006 he founded REINVENTIS (www.reinventis.com), with the aim to offer a special form of innovation support for brands, companies and real estate, based on strategic analysis, concept and implementation consulting.

REINVENTIS combines as Innovation Agency Creativity with Strategic Management, Innovation and Marketing consulting, in order to show customers not only new ways but to make them walkable together. Inspirations for creative problem-solving are Human Needs, Location, Design, Technology and Worldwide Trends.

In 2010 he initiated the industry solution RESTAURANTMARKETING (www.restaurantmarketing.de) as part of the REINVENTIS Hospitality Design Thinking Initiative.

Erik A. Leonavicius has studied economics, majoring in International Hospitality Management and Strategic Marketing in Munich, London and New York. In addition, he studied real estate economics at the European Business School and was involved to build up one of the leading family offices for private real estate assets in Germany. He has 3-year-trainings in State-certified Biological-technical Science and Restaurant Management with practical management functions, among others at McDonald's and Restaurants of Switzerland Mövenpick.

Since 2009 he is a lecturer at the Universities of Applied Sciences Munich and Erding as well as at the Strascheg Center for Entrepreneurship Munich. Topics cover Entrepreneurship, Business Innovation Framework, Design Thinking, Digitization, Innovation, Quality and Technology Management at the Faculties: Economics, Tourism, Hotel/ Restaurant Administration and Design.

Expert-Areas:

Business Creativity, Entrepreneurship, Business Innovation Framework, Design Thinking, Business Strategy, Branding & Brand Manners, Brand Space Design, Business Model Design, E-Learning, Digital Transformation

Industry-Expertise:

Consumer Products, IT, Retail, Hospitality, Food, Foodservice, Lodging, Tourism, Real Estate

Working experiences with following brands and institutions (excerpt):

Aral, Federal Foreign Office, BMW, BP, Deutsche Bahn, Deutsche Bundeswehr, Feinkost Käfer, Forever Living, Goethe Institute, Icon Added Value, Maritim Hotels, McDonald's, Mövenpick, Nestlé, Tank & Rast, TUI, ...

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