



ALEX HEIMER

INTERNATIONAL CHOREOGRAPHER

Stats

Based in: Hamburg & London
Born: 27.02.1994 (29 y.o.)
Experience: 13 years in the industry

Styles

Commercial, HipHop, Jazz, Show Dance
Dancehall, Popping, Locking, Afro Beat
Partnering, Ballroom, Contemporary

Agency

YOU Management UK, DE, USA



Dance Credits (Extract of 100+ jobs)

Eurovision Song Contest	TV	<i>Choreographer</i>
Germany's Got Talent RTL	TV	<i>Choreographer</i>
NDR Eurovision Club Concert	TV	<i>Choreographer/ Dancer</i>
Mercedes Benz Vans International Campaign	Advert (TVC)	<i>Choreographer</i>
Helene Fischer x Lidl Campaign	Advert (TVC)	<i>Choreographer</i>
Haribo - Campaign	Advert (TVC)	<i>Choreographer</i>
Softbank Robotics International Campaign	Advert	<i>Choreographer/ Dancer</i>
TÜV Nord Commercial	Advert	<i>Director/ Choreographer</i>
World of Musicals Europe Tour (60 cities)	Theatre	<i>Choreog. / Assoc. Director</i>
A Musical Christmas Tour	Theatre	<i>Choreog. / Assoc. Director</i>
EinzigARTig Festival Staatstheater (state theatre)	Theatre	<i>Director/ Choreographer</i>
Finals Dance Show Opening	Theater	<i>Choreographer</i>
Adidas Fashion Shows	Live Stage	<i>Choreographer</i>
Volkswagen GTI Festival Austria	Live Stage	<i>Director/ Choreographer</i>
Paul Mitchell Fashion Show Tophair	Live Stage	<i>Choreographer</i>
Gazprom Show Porsche Arena	Live Stage	<i>Choreographer</i>
Show for OTTO Group	Live Stage	<i>Choreographer/ Dancer</i>
German Government BMBF	Live Stage	<i>Director/ Choreographer</i>
Bavarian Culture Award	Live Stage	<i>Choreographer</i>
Rossmann Gala 2018, 2019, 2020	Live Stage	<i>Choreographer</i>

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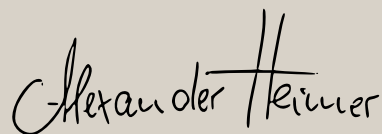
Madsack 125 Years - Laura Lato	Live Stage	<i>Artist Development</i>
Leslie Clio	Perf. Coaching	<i>Artist Development</i>
Landkreis Dachau Image Film	Image Film	<i>Choreographer/ Dancer</i>
Strictly Come Dancing Germany (Let's Dance)	TV	<i>Dancer</i>
BMW anniversary show Olympia Stadium Munich	Live Stage	<i>Dancer</i>
Bogner Collection Release	Live Stage	<i>Dancer</i>
Helly Hansen Dance Fashion Show	Live Stage	<i>Dancer</i>
Daimler Supplier Awards	Live Stage	<i>Dancer</i>
Volkswagen Golf 7 Release Germany	Live Stage	<i>Dancer</i>
Barcadi Product Launch	Live Stage	<i>Dancer</i>
K-Pop Music Video (Yoshiko) shot in Los Angeles	Video	<i>Dancer</i>
Truthcity - "Commitment" Music Video shot in NYC	Video	<i>Dancer</i>
Deutsche Bank Gala Hannover	Live Stage	<i>Dancer</i>
C&A Streetperformances	Live Stage	<i>Dancer</i>
NTB Gala Wolfsburg	Live Stage	<i>Dancer</i>
League of Gentleman (Got to Dance)	TV	<i>Dancer</i>
Master of Dance	TV	<i>Dancer</i>

Education

Graduated from Broadway Dance, NYC
Galen Hooks - Artist Development, London
Cameron Lee Mentorship Program, Los Angeles
Assistant Choreographer for GDA Agency (3 years)
Training internationally for 11 years now

Teaching

Open Classes at Pineapple Dance Studio & BASE Studios, London
Workshops in South Africa, Thailand, USA etc.
Educator and Speaker for the German Government, ADTV, Staget Congress, Tanz-Pädagogik-Fachtag
Founded the international mentoring program called Showbiz Coaching
Dance Companies: MTS & Team GDA choreographer (Bodyrock, USA 2013; Best On, ES 2014-2017)



www.alexheimer.com