Michael Baumberger
CV 2026

MY NAME IS MICHI,



Allgäu beginnings

Michael was born in Germany in the mid-80s and grew up in the small town of Obergünzburg. From an early age, he was fascinated by the power of images and storytelling and dreamed of making video and photography his profession. Growing up in the Allgäu, that path wasn't easily accessible, so he first took a different direction before finding his way into filmmaking.

Craft first

After finishing school in 2003, Michael trained as a bookbinder (yep, that's still a job) at Kösel in Krugzell, where he finished as Bavaria's second-best apprentice. While working as a bookbinder and later at VG Nicolaus, he never let go of photography and film: band portraits for an Allgäu-based publisher, aftermovies for local festivals and plenty of personal projects.

The way into film

After two years as a journeyman, his curiosity for the world and other cultures led him to take a year off, traveling through Southeast Asia. Back in Germany, he worked in quality assurance and as a shift supervisor at VG Nicolaus before deciding to fully dedicate himself to filmmaking. In 2012, he enrolled at the Bavarian Academy of Digital Media, specializing in cinematography.

From camera to directing

From 2014 to 2017, he worked as a freelance cinematographer with various brands and productions. As a Director of Photography, he grew more and more interested in the conceptual and narrative side of filmmaking, which led him into directing. Since 2018, directing has been his main focus: shaping creative visions and leading projects from start to finish.

Monacoframe

In 2017, Michael founded Monacoframe, a collective of freelance creatives. As Executive Creative, he is the single point of contact for clients, overseeing projects from concept to completion. He has directed and produced campaigns for brands such as BMW, Audi, MINI, Siemens, DRK, Dethleffs, BSH and WMF, working closely with agencies like Serviceplan, Territory and Avantgarde. His philosophy: emotional, human-driven storytelling combined with product-focused narratives.

Stories that travel

The BMW Steering Film reached over 5.1 million views without any media budget, proof that a strong story can thrive without paid promotion. For the three-part series BMW Explains, starring Esther Acebo, he was responsible for production and learned first-hand that even large celebrity productions remain very doable.

Sony Music

In 2021, Michael took on an additional role as Music Video Commissioner at Sony Music Germany, where he oversees budgets, selects production teams and provides creative and technical guidance for music video projects.

Hands-on

His technical range, from budgeting and expectation management to cinematography, lighting, sound and post-production, lets him oversee projects as a whole. He values direct and efficient communication with agencies and clients, for high-quality productions without unnecessary overhead.

New tools

Michael is always looking for new ways to improve creative processes. In 2018, he used a motion control rig for a WMF campaign, long before it became common in commercial work. Today, he works intensively with artificial intelligence in production and builds new workflows around it.

Beyond commercials

Michael makes time for passion projects and experimental storytelling. To him, film is more than a medium: it is a way to evoke emotions and create lasting connections.

Off set

When he’s not on set or working on new concepts, he spends time with his wife and their two young children.

Michael Baumberger

Director & Creative

THAT'S IT, PEACE.

Michael is part of Monacoframe, a collective of freelance creatives.

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