

CONTACT

Email helmut@helmut-barz.com

Phone +49 176 80 63 55 62

Web helmut-barz.com

Location Offenbach am Main,
Germany

EDUCATION

Diploma Drama, Theater, Media

Justus Liebig University Giessen

Diploma Theater Directing

HfMDK Frankfurt am Main

AI QUALIFICATION

MMAI® – Master Management with AI

academy4.ai / SGO Business
School

Completed: June 2026

90 hrs / 3 ECTS

AI competence per Art. 4 EU AI Act

LANGUAGES

German – Native

English – Near Native

AI TOOLS

Gemini · Claude · ChatGPT

Perplexity · DeepL Pro

Midjourney · Suno

TECHNICAL

MS Office · Adobe CC

MemoQ · SDL Trados

WordPress · HTML Basics

Audio/Video Recording & Editing

MEMBERSHIPS

Das Syndikat e. V.

Self-Publisher-Verband

AWARD

Bloody Cover Award 2010
for “Westend Blues” (Sutton
Publishing)

Helmut Barz

Language Specialist for Tech & B2B · Consulting. Concept. Copy. Transcreation.

Companies sell products. Customers buy solutions. I build the bridge.

25+ years at the intersection of language, technology, and communication. I don't write copy on demand – I dig into your subject matter and make complex things land. AI is a tool, not a replacement: no text leaves my studio that I couldn't have written without AI. I'm the Yoda to your Luke Skywalker – I hand you the lightsaber and make sure you know how to use it.

PROFESSIONAL EXPERIENCE

Language Specialist for Tech & B2B since 2000

Freelance · helmut-barz.com

- Long-form content: white papers, thought leadership articles, case studies
- Scripts for audiovisual long-form formats (corporate film from 3 min. upward)
- Transcreation EN→DE: culturally and emotionally accurate market adaptation
- Translation Consulting: building AI-powered translation workflows for companies
- Audio content production: narration of long-form texts, podcast production as a service
- Strategic consulting: messaging, narrative architecture, content strategy
- Specialization: B2B, IT, energy, capital goods, AI
- Clients include: IBM, O2, Roche Pharma, Compart, PALL, ver.di, DGB, Raab Karcher, SESCOI
- Agency partners: CPP Studios Offenbach, Madhat GmbH, Volk Marketingkommunikation, schall&rauch Bewegtbild GmbH

Author since 2001

Freelance · helmut-barz.de

- Eleven published works: seven novels, four plays, one opera libretto
- Known crime series featuring Katharina Klein; plus noir, horror, and fable titles
- Proof in the pudding: anyone who delivers seven novels on schedule will deliver your white paper too.

Voice Actor · Narrator · Podcaster since 2009

Freelance · helmut-barz.com

- 150+ live readings over ten years
- Multiple audiobooks recorded – own professional studio with vocal booth
- Podcast “Wort & Wirkung” – audio essays for B2B and the book industry

Theater Director 1992 – 2013

Freelance

- 20+ productions in drama, musical, and opera (incl. Stuttgart State Opera, Frankfurt, Darmstadt, Cape Town)
- Several corporate theater projects with IT focus (DMS Expo Cologne, re:publica Berlin, CeBIT Hannover)
- Toolkit biography: dramaturgy, subtext reading, sign economy, voice training – all of it feeds into every text project today.

AI APPROACH

AI-in-the-Loop, not AI-generated. Completed MMAI® qualification (academy4.ai, June 2026, 90 hrs / 3 ECTS, AI competence per Art. 4 EU AI Act). AI handles research, structuring, analysis, translation, and occasional first drafts – every final text goes through my hands.

WORK SAMPLES & BLOG

Work samples helmut-barz.com/arbeitsproben/

Wissenswert (Blog, Guides, Podcast) helmut-barz.com/wissenswert/