Henning von Borcke

Senior Digital Brand Consultant and Business Developer

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ABOUT HENNING VON BORCKE

Henning joined Zacco in September 2024 as a Senior Digital Brand Consultant and has been working within the field of intellectual property since the early stages of his career. With a deep focus on corporate domain name management, online brand protection and digital brand strategy, Henning advises clients on protecting and strengthening their digital assets in an increasingly complex online landscape.

Prior to joining Zacco, he held senior roles in digital media agencies, start-ups, technology platform development and private equity, where he managed business expansions across Europe.

Today, Henning leverages his experience to deliver tailored IP solutions for clients across multiple industries, including automotive, IT and software, FMCG, and media and entertainment. His areas of expertise include IP portfolio management, digital brand strategy, domain name acquisitions, and secure DNS and SSL management. In particular, Henning is skilled in managing complex digital brand strategies and enforcing robust online brand protection measures.

In addition to his professional roles, Henning is fluent in English, German, Swedish, and Norwegian, allowing him to operate effectively in a multi-market environment and address nuanced IP challenges in various regions.

Through his work at Zacco, Henning strives to help clients using a strategic and practical understanding of digital threats and opportunities. He is an advocate for strengthening brand protection through proactive domain management and has authored multiple online publications on the importance of domain names in cybersecurity and digital brand integrity.

AREAS OF EXPERTISE

Services

Competitor Watch
Contracts and agreements
Corporate Domain Management
Digital Brand Disputes and Enforcement
Digital Brand Due Diligence
Digital Brand Workshop & Policy
Domain Name Acquisitions
Email Security
IP Portfolio Management
IP Strategy Development
Online Brand Protection
Outsourcing agreements
SSL Management
Secure DNS Management

Industry expertise

Aerospace & Defence
Agriculture
Architecture
Automotive
Building & Construction
Consumer Products
Energy, Gas, Oil & Power
Food & Beverage
Furniture
Hygiene Products
Industrial Design
IT & Software
Life Science
Media & Entertainment
Medtech
Offshore
Paper/Pulp/Wood Industry
Pharmaceuticals
Retail
Sustainability / GreenTech / CleanTech
Telecommunications