

Regina Brix



Personal Information

Marital Status: married
Nationality: German

Teaching Experience

Academic Year: 2016/2017

ESCP-EAP-Campus Turin

Course: Master IFBM Marketing Principles, Customer Experience, Marketing Planning, Marketing Communication and Branding, Strategic Marketing - Postgraduate

Academic Year: 2016/2017

ESCP-EAP-Campus Turin

Adjunct Professor

Course: MEB Marketing Principles – Marketing Planning - Postgraduate

Academic Year: 2016

Business School Luiss Rome

Guest Professor for several courses

Courses: Strategic Marketing, New Marketing, ATL communication, Digital Marketing, Managerial Effectiveness

Academic Year 2016

University of Pisa (MBA)

Guest Professor for Marketing Management

Course: Master in Marketing Management - Executives

Academic Year: 2015/2016

ESCP-EAP-Campus Turin

Adjunct Professor

Course: MEB Marketing Principles – Marketing Planning- Postgraduate

Academic Year: 2015

Business School Luiss Rome

Guest Professor for several courses

Courses: Strategic Marketing, New Marketing, ATL communication, Digital Marketing, Managerial Effectiveness - Executives

Academic Year: 2015

ESCP-EAP-Campus Turin

Adjunct Professor
Course: MEB elective Marketing – Marketing Planning- Postgraduate

Academic Year: 2014

Business School Luiss Rome
Guest Professor for several courses
Courses: Managerial Effectiveness, Marketing Research, Global Marketing,
Marketing Management, New Marketing - Executive

Academic Year: 2014

ESCP-EAP-Campus Turin
Adjunct Professor
Course: MEB elective Marketing – Marketing Planning - Postgraduate

Academic Year: 2014

ESCP-EAP-Campus Turin
Adjunct Professor
Course: MEB Marketing Management (main Professor – 24 hours)
Postgraduate

Academic Year: 2013

ESCP-EAP-Campus Turin
Adjunct Professor
Course: MEB elective Marketing – Marketing Planning - Postgraduate

Academic Year: 2013

ESCP-EAP-Campus Turin
Adjunct Professor
Course: MEB Marketing Management - Postgraduate

Academic Year: 2013

Business School Luiss Rome
Guest Professor for several courses
Courses: Managerial Effectiveness, Marketing Research, Global Marketing,
Marketing Management, New Marketing

Academic Year: 2012

ESCP-EAP-Campus Turin
Adjunct Professor
Course: MEB J Marketing Management - Postgraduate

Academic Year: 2012

ESCP-EAP-Campus Turin
Adjunct Professor
Course: Online Marketing + Google Challenge (introduction in social media
and online Marketing – 3 hours)
Postgraduate – MEB J
Introduction for Google Challenge

Academic Year 2012

Università di Torino, Scuola di Amministrazione Aziendale SAA,
Via Ventimiglia 115, 10126 Torino
Contracted Professor
Course: Marketing & Communication, Online Marketing - Undergraduate

Academic Year: 2011/2012

ESCP-EAP-Campus Turin
Adjunct Professor
Course: MEB Marketing Management - Postgraduate

Academic Year: 2011/2012

ESCP-EAP-Campus Turin

Guest Professor -
Barilla Executive training - International Marketing

Academic Year 2011/2012

University of Florence (Prato)
Guest Professor
Course: International Marketing – lessons for Marketing Planning and International Marketing + Google Challenge - Undergraduate

Academic Year: 2011/2012

Business School Luiss Rome
Guest Professor for several courses
Courses: Managerial Effectiveness, Global Marketing, Marketing&Communication Management

Academic Year 2011/2012

University of Pisa (MBA)
Guest Professor for Marketing Management
Course: MBA – Branding and Online-Marketing - Postgraduate

Academic Year 2010/2011

University of Florence (Prato)
Guest Professor
Course: International Marketing – lessons for Marketing Planning and International Marketing - Undergraduate

Academic Year 2010/2011

University of Siena
Guest Professor
Course: MBA – lessons for International Management, Branding and Service Marketing - Postgraduate

Employment/
professional
Experience

Since January 2010 – Italy, Germany, Amsterdam

Consultancy: brix4i and Partner and Senior Consultant at Sevendots (www.sevendots.com) – business creation company

Identification of business opportunities for international companies, focus on branding, positioning, segmentation, strategy, Digital Marketing (international clients FMCG)

05'2013 - 01'2016

Turin, Italy

Food& Beverages Industry:

Global Head of Marketing Roast&Ground LAVAZZA

Head of the strategic business unit Roast & Ground – Retail

Since January 2009 – 05' 2013

Country Manager Italy and Spain BB'Tel GmbH,

Germany

07'2007 – 10'2008

Erlangen

B2B and B2C Food/Health Care Industry: Medical Nutrition Division Group
DANONE

Marketing Director and Member of the management team (Sales, Finance, Legal, HR) at Pfrimmer Nutricia, German affiliate in Erlangen, selling products for nutritional support for malnourished adults and children (B2B and B2C business).

07'2006 – 06'2007 Beiersdorf AG Hamburg/China

Cosmetic Industry: Vice President Marketing China Cooperation

Head of the Marketing and Sales in the phase of a M&A process for a local Chinese Hair Care company

2000 – 01'2007 Beiersdorf AG Hamburg

Cosmetic Industry: International Strategic Marketing Manager

Head of the strategic business field **NIVEA Hair Care** (shampoo, conditioner, treatments, etc.) and NIVEA Styling (sprays, foams, gels, etc.) worldwide.

1998 - 1999 Beiersdorf AG Hamburg

Group Product Manager in the German Marketing division

Head of the two brand groups NIVEA Hair Care Styling

1997 - 1997 Beiersdorf AG Hamburg

Senior-Product Manager

Head of the brand group NIVEA Body (NIVEA-Milk, -Lotion, etc.).

1995 - 1997 Beiersdorf SpA Italy, Milan

Product Manager abroad

- Responsible for the brand group NIVEA Deo (Roll-on, -Spray, etc.).
- Project development of the brand group NIVEA Make up, analyzing the market entrance.

1990 - 1994 Beiersdorf AG Hamburg

Product Manager, Junior PM, Trainee

- Responsible for the brand group Basis PH, NIVEA for Men and Labello.

1983-1985 Advertising Agency LINTAS Hamburg

Apprenticeship

Education

2016/2017 Harvard Business School HBS

Participanted centered learning – Excecutive Education Boston, US

1985-1990 University of Hamburg Hamburg

Economics – Master – Diplom

Marketing, Econometric, Psychology

Language Skills

- German: native
- English: fluent (written and spoken)
- Italian: fluent (written and spoken)
- French: medium (written and spoken)
- Spanish: basic (written and spoken)

Hobbies

- Actively playing Golf since 1975 (Handicap 9)
- Travelling, Italian Wines (Piedmont and Tuscany), Drawing

March 2017