

Personal Information

Nationality: German

**Employment/
professional
Experience**

January 2016 –

Trainer & Consultant for Marketing & Strategy

Affiliate Professor Marketing ESCP Europe

**Academic Co Director at the ESCP Europe Campus Turin for the
Master in International Food & Beverage Management**

May 2013 – January 2016

Turin/Italy

Global Head of Marketing LAVAZZA Roast & Ground

Head of the Marketing department with a team of 9 employees. Head of the strategic business unit Roast & Ground home internationally, with a special focus on Italy, France, Germany, US, Australia and UK

- Identification of growth opportunities in strategic countries
- Development of the brand essence and new brand identity of Lavazza
- Identification and development of an innovation pipeline
- Identification of consumer insights and trends
- International harmonization of the brand cross category and countries
- Leader of the cross functional “platform” process to develop products and projects

- Coordination and development of international communication campaigns (ATL BTL)

2010 - Germany/Italy

Partner and Senior Consultant at Sevendots

(www.sevendots.com) – business creation company

- Identification of business opportunities for international companies
- Focus on branding
- Brand growth opportunities
- Positioning, segmentation, strategy, communication development
- Online Marketing
- Innovations and NPD launches

(clients like Ferrero, Merck Germany, Michelin, Unilever, DANONE, PRO7/SAT1, Coca Cola, L’Oreal China etc.)

October 2010 - Italy

Teaching Professor for Global Marketing, Online Marketing, ATL communication, Branding, Marketing Planning and Marketing Management ESCP Campus Turin (MEB), SAA Turin, University of Florence (Prato), Department of Business Sciences, University of Pisa (MBA, Marketing Management, Online-Marketing)

Management Training 2017 for reply, 2011 and 2012 for Barilla Management with ESCP Torino

Management Courses International Marketing, Strategic Marketing and Online Marketing at the Business School Luiss Rome

January 2009 – 2013 Germany/Italy

Country Manager Italy and Spain BB`Tel GmbH talkyoo (B2B)

International Marketing/Sales Consultant

Various clients in Italy and Germany: Italian Wine producers, luxury Argriturism, B&B, packaging agency, Cosmetic B2B Dr. Suwelack etc.

- Development of integrated marketing concepts, SEO/SEM online-optimization and communication for the German Market, Segmentation, Innovation identification, Strategy support

Start 07`2007 – 10`2008 Erlangen

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).

Head of the Marketing department with a team of 24 employees and member of the management team.

- Responsible for the restructuring and re-focussing of the Marketing department with stronger emphasis on brand building, strategy and consumer closeness and more focus of the whole company on consumer orientation.
- Development of integrated Marketing and Advertising Campaigns and Agency coordination
- Responsible for the building of strong brands within a unique and strong new Brand world- new branding, design, new company logo etc.
- Responsible for the price positioning and margin definition in close cooperation with the sales force.
- Responsible for the growth strategy in Germany and analysis of the further growth potentials
- Member of the international Danone innovation team
- Part of the international Marketing Director Board with top 4 countries, responsible for the global marketing strategy and launch initiatives.
- Responsible for the internet, the market research department and the whole Trade marketing activities

07'2006 – 06'2007

Beiersdorf AG

Hamburg/China

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 called C-Bons.
- In the phase of the resulting cooperation with BDF and C-Bons from 02'2007, lead of the commercial analysis of the company C-Bons situated in Wuhan, including a profound analysis of the Chinese hair care market, the consumer habits, the challenges in the market, the organization and coordination of market research in China. Developing a final recommendation for a Marketing and Sales Plan including synergies with BDF China.

2000 – 01'2007

Beiersdorf AG

Hamburg

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.
- Responsible for the global strategic lead of all hair care products. That includes brand building, strategy and the development of all marketing mix elements (communication development, packaging, formulations, innovations pipeline and pricing policy etc.), R&D strategy involvement, development and control of global brand portfolio etc. Additionally, the evaluation and decision of new launch countries, long term growth scenarios, financial analysis etc.
- Lead of the consumer insight generation and innovation process for the long term growth plan including segmentation, concept development, and all kind of market research initiation and analysis.

- Responsible for the global communication development and the close cooperation and coordination of the advertising agency, including an average of 4-5 TVC and Print developments per year plus the local adaptations and promotions.
- Responsible for the international roll-out of NIVEA Hair Care and Styling and the follow up analysis (launch in Italy, France, Russia and launch preparation for Spain and South America) and the involvement of the key stakeholders.
- Responsibility for 9 people as reports (international team with 5 different nationalities).

1997 - 1999 Beiersdorf AG Hamburg

Group Product Manager in the German Marketing division

- Head of the two brand groups NIVEA Hair Care Styling, Nivea Body

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.

1992 - 1994 Beiersdorf AG Hamburg

Junior and Product Manager

- Responsible for the brand group Basis PH, Nivea for men, Labello

1990 - 1992 Beiersdorf AG Hamburg

Young professional (Trainee) with Sales experience

- Trainee in the Marketing and Sales department in different areas within Beiersdorf (Tesa, Medical, Derma, Cosmed).
- 6 months Sales experience in the Retail segment

1983-1985 Advertising Agency LINTAS Hamburg

- Ausbildung zur Werbekauffrau

Education

1985-1990 University of Hamburg Hamburg

Master in Business and Administration:

- Marketing, Econometric, Psychology

Further Experiences during University period:

- 6 months Internship abroad in Italy (AIESEC)
- Internship - Axel-Springer-Verlag AG (Editor).
- Freelancer - Axel-Springer-Verlag AG.
- 6 months Internship - Unilever (Langnese Iglo).
- Internship and Freelancer - Market Research Company Gelszus Founder and Board of the Student initiative "Contact & Cooperation e.V."

1974-1983

Gymnasium Wentorf

Wentorf/Hamburg

- A-levels

Language Skills

- German: native
- English: fluent
- Italian: fluent
- French: medium
- Spanish: basic

Hobbies

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

March 2018