
Personal Data

Date of Birth: May 28th, 1956
In: Bielefeld, Germany
Family Status: Single
Nationality: German



Professional Development

01/2017 – 11/2017

Teradata, US American IT company (11.000 employees)
specialised on Data Warehousing and Big Data Analytics

Location: Munich, Germany

Interim Head of Market Communication International

(International =World without Americas)

Strategy Development; Execution and Tracking of
Communication Activities – mainly digital

- Successful leadership of International Marcom Team, consisting of 9 team members located in Munich and London
- Development & implementation of all E-Mail Campaigns
- Planning & steering of the Campaign "Go More Digital": Account Based Advertising via Demandbase, Google, LinkedIn and Xing
- Promotion von "Hot Topics", e.g. „Sentient Enterprise“, „Customer Journey“; „Teradata Everywhere“ (new pricing model) via E-Mail Campaigns
- Active participation in groupwide projects such as:
 - o Redesign of Corporate website
 - o Launch of Eloqua
 - o Launch of salesforce.com
- Coordination & steering of all event related E-Mail Campaigns; country specific and international
- Coordination & tracking of all communication activities (A/B tests; opening rates; CTR rates etc.)
- Coordination & steering Customer Case Study production
- Coordination & steering of the production of Promotion and Event materials (digital & printed)

Structure & competencies in the Marcom International Team, located in Munich and London:

- Data Base Manager (1)
 - E-Mail Campaign Execution Manager (2)
 - Online Marketing Manager (1)
 - Design Development (2)
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- Content Writer (2)
- Interns (2)

06/2015 – today

TCI Consulting – Expert Team for Business Intelligence and Technology Management, Munich

Partner TCI Consulting

Active participation in various Project Groups; such as digitization, Collaboration, Customer Experience.

since 2007 - today

Strategic Marketing Consulting, www.Route-to-Market.de

Consultant for Strategy – Change – Communication

- Strategy, Research, Target Group-, Market Entry-, Market Communication Concepts and Programs
- Customer Project Management
- Moderation of Change/Integration Processes
- Trainings/Seminars/Workshops for Executives

Customers for example: Swiss Post International, Hellef Doheem, BKK vor Ort, Takeda, Bosch-Siemens Haushaltsgeräte

Since 2009 – today

Oezpa GmbH, oezpa.com – Management Consulting for Strategic Organisational and Personnel Development

Management Consultant

- Leadership seminars/trainings & coachings
- Accompanying change/integration/strategy projects
- Moderation of workshops and project meetings

August 2015

Dutch Company in Financial Services (3.900 employees)

Location: Frankfurt, Germany

Interim Manager Marketing Corporate Clients

Situation analysis and development of organisational change perspectives in the Marketing Team for Corporate Clients

06/2013 – 03/2015

NKT cables group (global cable manufacturer; nkt cables group: 5.500 employees)

Location: Cologne, Germany

Interim Manager Head of Marketing and Projects

- Reorientation of Marketing for Western & Southern Europe as a consequence of strategic and organisational restructuring process: 3 new business segments
 - Development of the Marketing Budget: steering & controlling Marketing Team/implementation of activities.
 - Project Management Strategic Projects:
 - o Customer Experience Management: Customer Survey, Evaluation, SWOT, Roadmaps, NPS development.
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- Go GREEN: General concept, argumentation, Score concept: Parameters & Measurement over Lifecycle, Development Market Launch Program

05/2011 – 10/2011

Lafarge Zement GmbH, Oberursel (6 months)

Interim Manager Marketing & Communication

- Internal and Corporate Communication: health & safety, sustainability, events, strategic projects, Results, cooperations partnerships; customer magazine, internal newsletter.
- Project Management: steering of agencies/service providers, moderation of project meetings, coordination/driving forward activities across departments and different locations.

2010/2011

Lecturer for Management and Strategic Marketing in the field of Industrial Engineering at the University Mosbach

2008 – 2009

Nordmann Getränke GmbH, Stralsund

Interim Manager Marketing New Products

- Development of Marketing Concept for New Softdrink Product
- Preparation of Product Launch

2005 – 2007

Barclaycard Barclays Bank PLC, Hamburg

Head of Existing Customer Marketing Credit Cards

- Managerial responsibility: 6 employees
- Reporting to: Head of Marketing & Commercial
- Achievements:
 - Number of closed cross sales contracts doubled
 - Customer retention rate tripled
 - Successful launch of a new credit product
 - Concept/Launch E-Newsletter: clickrate > 60%

1998 – 2004

Deutsche Post Global Mail GmbH, Bonn

Head of International Market Communication

- Managerial responsibility: 13 employees
- Reporting to: Managing Director Sales/Marketing
- Achievements:
 - Market entry/follow-up programs European/US markets
 - Convincing positioning of Deutsche Post Global Mail as reliable alternative to national postal companies
 - Rapid turnover growth up to 600 Mio. € in 2004 since foundation in 1997
 - Profitability of sales team for direct marketing consulting

1995 - 1998

Cadbury Faam, Breda, Netherlands
(Unit of Cadbury Schweppes, Great Britain)

Marketing Director

- Managerial responsibility: 4 employees
 - Reporting to: General Manager
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- Achievements:
 - Development of a new Corporate Identity
 - Development/Launch of new products
 - Modernisation of packaging designs
 - Increase of turnover by 5% and 7% in 96/97
 - Special Project:
Development of a global brand concept for a chocolate bar
in order to replace very different national product concepts

1994 - 1995

General Electric Lighting Division, Butzbach

Marketing Manager

- Managerial responsibility: 3 employees
- Reporting to: Managing Director
- Achievements:
 - Development/Implementation of a dual brand strategy
differentiated according to wholesaler/consumer channels
 - Successful launch/presentation on relevant fairs
 - Excellent acceptance in the market

1992 - 1994

Business Consulting Company, Düsseldorf

Project Manager Marketing/Sales and Strategy

- Managerial responsibility: 3 employees
- Reporting to: Managing Director/Customer
- Achievements:
 - Realignment of a small pharmaceutical company
 - Realignment of medium-sized fashion company
 - Realignment of sales in a heating systems company

1987 - 1992

Melitta Group, Germany

1989 - 1992 Melitta France, Paris

Group Product Manager

- Managerial responsibility: 3 employees
- Reporting to : Marketing Director
- Achievements:
 - Significant increase of market share from 80 to 83%
 - New communication campaign
 - New promotion programs with sales force competition

1987 - 1989 Melitta Werke Bentz & Sohn, Minden Germany

Product Manager

- Managerial responsibility: 1 assistant
 - Reporting to : Group Product Manager
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- Achievements:
 - Successfull launch of brand concept „Toppits“ with new communication campaign
 - Various joint promotions
 - Annual increase of turnover 5 -10%

1984 - 1987

Neckermann AG, Frankfurt

Head of Target Group Catalogues

- Managerial responsibility: 4 employees
- Reporting to: Member of the Board Finance

- Achievements:
 - Development/launch of 3 target group catalogues
 - Successful steering of purchasing, advertising and stock management
 - 3rd year: 30 Mio. € turnover

1983

Stay abroad France, Fontainebleau
MBA-program

1980 -1982

Jacobs GmbH & Co. KG, Bremen

Assistant Product Manager

- Reporting to: Marketing Manager
- Achievements: Training on the job

Further qualification

2018

Training/Certification: **SAFe® Agilist** (SA)

„SAFe® Agilists know how to lead a Lean-Agile enterprise by leveraging the Scaled Agile Framework® (SAFe®), and its underlying principles derived from Lean, systems thinking, Agile development, product development flow, and DevOps. They have also learned and practised the skills for supporting and executing PI Planning events, and coordinating multiple Agile Release Trains (ARTs)“ –
www.scaledagile.com

2015

Training/Certification: **Prince2** - Project Management

2002 – 2004

Coaching Program
Focus: Change Management, Conflict Solution
Degree: **Coach BIB** (Institute: die Sprache, Neuss)

Education

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|-------------|--|
| 1983 | Management Program (INSEAD) in Fontainebleau, France
Degree: Master of Business Administration (MBA) |
| 1975 - 1980 | Studies of Economy at Universities Bielefeld and Bonn
Focus: Marketing
Degree: Diplom-Volkswirt |

Languages

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| English: | fluent |
| French: | very good knowledge |
| Dutch: | basic knowledge |
| Italian: | basic knowledge |
| Spanish: | basic knowledge |

Special Interests

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| Fitness | regular running (50 km per week), swimming, cycling, skiing, trekking |
| EWMD | Member of "European Women's Management Development"
(2006 – 2013 Member of the Board in Rhein-Ruhr) |
| Networking | Attendance of key note speeches, panel discussions, theme nights with focus on globalisation, digitisation, change, organisational, behavioural and marketing topics |



Bonn, October 2018
