



## GROWTH MARKETING | Connecting Brands • Growing Sales • Inspiring Customers

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**Seasoned global marketing executive** with 20+ years of experience working in **multinational corporations** and **global agencies**, including Deutsche Telekom and Ogilvy Worldwide. **Strategy, brand management, digital marketing, communications, team leadership**, PR, web design and creative product campaigns. Bilingual in **English** and **German**. Technically astute and evangelist of next-generation solutions. **Team player** with aptitude to establish prosperous **relationships** with customers, team, executive management, press and other stakeholders. Able to balance multiple priorities, problem-solve and work well under pressure. Extremely **organized** and **analytical** with a sense of **openness, creativity** and **initiative** focusing on **strategic goals** and **KPIs**.

### EXPERIENCE

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#### **Brand Strategist & Growth Marketeer** **MINDVIBZ® Growth Marketing**

**07/2020 – present**

Irvine, California, USA

Helping businesses with growth strategy, modern marketing, sales enablement, strategic brand development, segmenting, targeting, positioning and communications. Focus on working with executive leadership, product management, marketing, sales and customer success teams to align growth strategies and tactics with the customer journey for increased conversions (ROI) and loyalty (ROR).

#### **Global Marketing Director** **Adam Hall Group**

**10/2015 – 01/2020**

Neu-Anspach, Germany

Responsible for the planning and steering of the **master corporate brand** and communications objectives as well as developing and managing strategic marketing initiatives across **six individual brands**.

- Leadership of a 24-member global marketing team in three divisions (Creative/Product, Communications, Technology) to ensure strategies, structures, systems and operational competencies are developed, executed and well managed.
- Responsible for strategic marketing planning, including brand management, B2B and end-consumer campaigns, trade shows and events, website redesign/relaunch, e-commerce shop, digital marketing, SEO, social media, PR, press relations.
- Promoting brand ambassadorship and a consistent brand experience globally via working closely with Partner Mgt., Business Development & International Sales, incl. initiating a brand governance and CI portal for partners & agencies.
- Fostering meaningful relationships with the media, key influencers and other targeted, high-level external audiences.
- Working closely with the CEO to drive positioning & messaging in interviews with the media, presentations & speaking ops.
- Working closely with product management to identify market opportunities and define product marketing strategies.
- Overall control of the marketing budget as well as steering of external service providers, digital agencies and PR firms.

#### **Global Account Director** **PC Brand Communications**

**12/2013 – 1/2015**

Frankfurt am Main, Germany

Managed overall direction, leadership, and P&L responsibility of branding and marketing efforts for agency's key accounts in the field of B2B, Technology, Healthcare and Life Sciences.

- Directed account team of four along with operational support staff in creative and digital departments.
- Generated more than €1.1 million in annual revenue, 44% of agency's achieved €2.5 million annual goal.
- Liaised with clients, partner agencies and vendors globally directing projects in remote parts of world.
- Projects included creative lead-generation marketing campaigns, websites, apps, digital sales aids, video content and traffic-driving event branding strategies at client symposiums and trade fairs.

#### **Senior Brand Consultant, Digital Marketer** **BLOUT Marketing**

**9/2009 – 9/2015**

Frankfurt am Main, Germany

Consulting startup and SMB companies and agencies with revenue-driven modern marketing strategies, systems and processes.

- Projects include brand building, go-to-market plans, digital sales funnel analysis, lead generation, digital marketing, CRM, web design, digital media production/videos, and inbound/agile marketing.
- Clients in the fields of Information Technology, Software/SaaS, Medical Devices, Consumer Electronics.

#### **Senior Global Brand Manager** **T-Systems International (Deutsche Telekom)**

**9/2005 – 1/2009**

Frankfurt am Main, Germany

Responsible for shaping the brand of Deutsche Telekom's business customer unit, T-Systems, through managing the Company's CI/CD and steering brand advocate programs to ensure a unified image worldwide.

- Organized and managed a brand advocacy and governance program penetrating 56,000+ employees, numerous suppliers/agencies, and the Gedas M&A integration with brand usage, design direction and amendments for all above-the-line and below-the-line marketing communications activities.
- Conceived, developed and implemented various CI/CD tools and instruments, i.e. quick-guides, manuals and comprehensive guidelines, for emergent mar-com areas i.e. online marketing, America's Cup sponsorship engagement and strategic partner programs with Microsoft, Cisco, EMC, SAP, FujitsuSiemens.
- Consulted on the design and CRM aspects of the corporate website and for hundreds of microsites, extranets, and other digital mediums i.e. software applications, HTML-newsletters, ad banners, etc.
- Directed the successful launch and localization of the corporate Website in more than 20 countries.
- Organized and realized a company-wide product naming convention protocol, subsequently advised on hundreds of products and solution portfolios, and acted as a liaison to legal trademark office.

**International Sales Marketing Manager** 5/2002 – 8/2005 Frankfurt am Main, Germany  
**T-Systems International** (Deutsche Telekom)

Founding member of an international team within the telecommunications service sector of the company to bridge productivity between product & sales teams in HQ and sales & marketing teams in local business units abroad and increase global marketshare.

- Devised and directed a virtual-project teams in successfully launching an international intranet and partner extranet (International Product Server) to accelerate information flow between the central product management and the international sales and marketing management.
- Conceptualized and acted as lead editorial of an international HTML-newsletter to promote information sharing and open communication between LBUs and other international telco departments at HQ.
- Converted an HTML-intensive publishing project down from a two-week to a two-hour task by designing and integrating a content automation system into the content management platform.

**Senior Account Manager** 6/2000 – 1/2002 Los Angeles, California, USA  
**Ogilvy Worldwide** (WPP plc)

Managed PR and branding efforts on technology accounts via creating and delivering strategic recommendations to clients for increasing visibility and collaborating with internal agency practice groups in the areas of marketing, investor relations, technology policy, executive visibility and media/analyst relations.

- Devised and executed new business presentations, resulting in client wins and \$1.4 million increase in annual revenues.
- Created and implemented a branding strategy for Sun Microsystems' Wireless Business Group (now Oracle), increasing overall mindshare and awareness among key audiences of the company's presence in the wireless space.
- Generated engaging story ideas, securing coverage in 100% of target business and trade publications. Secured client speaker placement at executive-level conferences and tradeshow, facilitating client introductions to key industry CEOs, potential investors, partners and customers.

**Account Manager, Media Relations Specialist** 2/1998 – 5/2000 Los Angeles, California, USA  
**Weber Shandwick Public Relations** (Interpublic Group)

Developed and implemented media and analyst outreach plans, for consumer electronics, interactive television, streaming media, broadband and e-commerce accounts including, Alpine Electronics, Pioneer New Media, OpenTV and iBeam Broadcasting. Mandate: Creating awareness and changing the way people think.

- Reputed as expert for developing engaging pitches and securing press/analyst interest and coverage.
- Analyzed market trends and consulted clients on stronger shifts in market focus resulting in new PR and marketing campaigns and increase in clients' overall market share.
- Organized major product-launch events (1000+ industry stakeholders) for clients in entertainment, tech & consumer markets.

**Marketing Communications Manager** 1/1996 – 2/1998 Los Angeles, California, USA  
**Symantec Software Corporation** (formerly Quarterdeck)

Managed marketing and communications department overseeing target market research, media outreach and development of marketing collateral and news releases to elevate company name and product recognition.

- Communicated with project managers and executive marketing and PR personnel, providing dependable information and consistency of messaging among key audiences internally and externally.
- Built and managed relationships with more than 70 high-tech, consumer, broadcast and business journalists and analysts.
- Created ongoing tailored pitches for more than 20 B2B and B2C Internet and utility software solutions.

**International Export Sales and Marketing Associate** 1/1995 – 5/1996 Los Angeles, California, USA  
**Elixir Industries**

Assisted international sales manager utilizing bilingual skills as point-of-contact for international customers, embassies, import/export agents, freight forwarders, insurance agents and customs officials.

- Planned and implemented promotional campaigns, presence at international trade shows and global commerce partnership programs, increasing international marketshare and annual revenue by \$1 million.
- Conceptualized, designed and implemented an automated international sales order process, elevating productivity 66% and allowing management to assess sales figures on-demand.
- Consulted management and implemented a digital communications system to more efficiently process sales contracts and dispatch logistics resulting in higher turnover and profits through customer satisfaction and retention.

## EDUCATION

**B.A. International Business, Marketing and German Studies** 9/1989 – 5/1994 San Diego, California, USA  
**San Diego State University, California, USA**

The International Business Degree Program is an interdisciplinary triple-degree major that culminates in a Bachelor of Arts degree offered jointly by the College of Arts and College of Business Administration. The program integrates course work in business administration, a business field of study, a foreign language, and regional & cultural studies.

**International Study-Abroad Program**  
**Eberhard-Karls-Universität Tübingen, Germany**

8/1992 – 8/1993

Baden-Württemberg, Germany

The International Business Degree Program requires a year abroad with a top-accredited business school in the region and language of emphasis. The year consisted of a six-week immersion program and two semesters of course work. Real-world part-time work in the German language and educational travel were also exercised as extra-curricular components of the program.

**International Business Studies Internship**  
**TAD Pharma**

5/1994 – 9/1994

Cuxhaven, North Sea, Germany

Assisted Sales Director with commercial import/export trade transactions using the company's ERP system (SAP).

**TECHNICAL SKILLS**

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- CRM / Marketing Automation: HubSpot, Salesforce, MS Navision
- Social Networks: LinkedIn, Twitter, YouTube, Facebook, Pinterest, etc.
- Adobe Creative Cloud: Photoshop, Illustrator, Premiere, After Effects
- CMS Web Platforms: HubSpot, Wordpress, Joomla, Sharepoint, Shopify, Magento, Shopware, Kajabi
- Web Design: brand identity, wireframes, traffic and lead generation strategy, conversion rate optimization, web audits
- SEO, Domain Name Strategy and Hosting
- Copywriting: Ability to write/proof engaging content and marketing copy
- Metrics & Analytics: Google Analytics, HubSpot Analytics, PowerBI
- Office & Project Management Platforms: Office 365, Sharepoint, Trello, Wrike, Basecamp and more

**LANGUAGES**

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- English – native speaker
- German – fluent (spoken/written)
- Spanish – basic knowledge

**PROFESSIONAL CERTIFICATIONS & MEMBERSHIPS**

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|---|-------------------------------------|
| • Product Marketing Certification           | Product Marketing Alliance          |
| • Inbound Marketing Certification           | HubSpot Academy                     |
| • HubSpot Marketing Software Certification  | HubSpot Academy                     |
| • Digital Marketing Strategy and Planning   | e-consultancy Association           |
| • Project Management Professional (PMP)     | Brainbench Certifications           |
| • Professional Marketer Consultancy Network | Demand Metric                       |
| • American Marketing Association            | AMA.org                             |
| • Business German Fluency                   | German-American Chamber of Commerce |

**HOBBIES**

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- Architecture & Design
- Music & Performance
- Great Outdoors & Dog Walks
- Swimming & Cycling
- New Technologies & Gadget Innovations