

## **Select tasks completed at Württembergische Metallwarenfabrik (WMF)**

WMF Branch Management in Lüdenscheid, Germany

- Merchandise planning and sales
- Orderly maintenance of business records
- Cost control
- Personnel management
- Promotional Event Management

## **Select tasks and projects completed at Milupa**

Regional and National Key Account Management

- Oversaw 10 field sales representatives (commercial agents)
- Oversaw two sales support employees
- Coordinated and implemented sales support activities in retail
- Was solely responsible for providing support to the German retail centers dm-Werner, Wertkauf, Coop Ulm, Edeka Heddeshheim, Edeka Offenburg, and ZEV Pforzheim

Product Management

- Repositioned instant porridges product group using all marketing tools
- Oversaw the launch of jar food product group using all marketing tools
- Oversaw the relaunch of the same group following a pesticide-related incident
- Formulated the advertising campaign "Milupa – The Mother and Baby Company"
- Implemented this campaign through television, radio, and printed publications
- Oversaw market research, advertising, and media agencies involved in the campaign

Dialogue Marketing

Public Relations

- Managed press contact
- Organized and held press conferences

Parental Consulting

- Processed consumer complaints and requests
- Designed and implemented a service-oriented, 24-hour parental consulting call center

Direct Marketing

- Formulated and implemented the direct advertising campaign "Milupa – The Mother and Baby Guide Book"
- Managed consumer contact

## **Select tasks completed at Promotional Campaigns**

### Fraport AG

- Designed a communication concept to present Fraport's product range to passengers and the tourism industry
- Prepared a communication concept for a joint end-consumer promotion between Fraport and the radio station FFH
- Managed an exhibition concept to showcase all of Fraport's profit centers at the InterAirport 1997 trade show
- Developed a communication concept to demonstrate the performance of the strategic business area "Information and Communication"
- Designed a communication concept to reinforce the image of the strategic business area "Ground Transportation Services"

### Datev

- Designed a marketing communication concept for Datev's system partners

### Elida Fabergé

- Developed a communication concept to relaunch the product line Organics in cooperation with the advertising agency J. Walter Thompson

### Heraeus Noblelight

- Performed market analyses; developed a communication concept for Heraeus Noblelight customers based on evaluation

## **Select tasks completed at KFP Inline – Integrierte Kommunikation GmbH**

### Fraport AG

- Designed a communication concept to showcase Fraport at the InterAirport 1999 trade show
- Developed a trade show concept to present Fraport at the International Tourism Exchange (ITB) trade show in 2000
- Managed a communication concept to address internal and external target groups regarding the Y2K changeover
- Performed analyses and designed a marketing concept to reposition the support area "Central Marketing"
- Designed a trade show concept to strengthen the image of the strategic business areas "Traffic Hub Management" and "Information and Communication" and to present their range of services

### Deutsche Bahn AG / Deutsche Lufthansa AG / Fraport AG

- Designed a communication concept for the joint project "Future Mobility," part of Expo 2000

#### Milupa

- Designed a brand and communication strategy for Milupino, Milupa`s children`s brand

#### Braun AG

- Prepared a communication concept to launch Braun 2000 blood pressure gauge
- Designed a recommendation campaign (involving doctors, pharmacists, and midwives) for Thermo Scan aural thermometer

#### SAP AG

- Designed a communication concept for the software solution "SAP R/3 Ready to Work" for the Systems 1999 trade show

#### SAP/IBM

- Developed a mailing concept for SAP R/3 software on the IBM AS/400e server

#### Arthur Andersen

- Designed a brochure concept to strengthen the image and showcase the services of Arthur Andersen Management Consulting

#### Wismut/Thüringen

- Designed a communication concept for the Thüringen state`s Global Expo Project "Die Uranerzbergbaufolgelandschaft muss Marke werden" (Marketing the Uranium Ore Mine Reclamation Area)

### **Select tasks and projects completed at SAP**

#### Establishing a new midmarket strategy at SAP

- Formulated communicative measures for brand penetration and lead generation

#### Developing an integration and management program for SAP solution partners to promote collaborative activities

- Devised all communication tools, from brand and partner management to efficiency control
- Designed and implemented a lead management system to manage data on current and prospective customers

#### Carrying out a zero analysis of the status quo regarding degree of recognition, image, and midmarket relevance, as well as taking control measurements based on these

- Created a benchmark profile as a platform for the focus of the creative and media concept

#### Developing business by cultivating a network of contacts

- Was responsible for carrying out cooperative projects with strategic hardware partners IBM, HP, and FJS

#### Developing and supporting the global roll-out of SAP's midmarket strategy; developing a concept for utilizing synergies in Germany, Austria, and Switzerland

- Developed a worldwide brand and a uniform communication template
- Created a global partner program involving the lead management process

#### Constructing SAP's German SME marketing organization with the following core areas:

- Technical marketing as an interface to service marketing, sales, and partner organization
- Marcom and PR
- Competition monitoring and reference customer marketing
- Trade shows/events
- Intermediary/Influencer marketing
- Budget/Controlling

#### Development and promotion of Partner Enablement Playbooks

- Managed the development and execution of Playbooks to enable SAP partners
- Defined Playbooks based on strategic SAP priorities and regional demand
- Created further improvements like role based structure and development of Web 2.0 Playbooks
- Integrated Partner Campaign Accelerator (PCA) into relevant Playbooks and rolled out in various regions (EMEA, NA, LA, APJ)
- Designed internal and external promotion campaigns to ensure usage of Playbooks

#### PartnerEdge Marketing

- Managed PartnerEdge (PE) Marketing and created a PE Marketing plan in consultation with the stakeholders from business development teams
- Executed a set of marketing materials to ensure the launch at Sapphire 2008
- Developed and rolled out a recruitment campaign for SSPs in EMEA and NA region, additionally created a multi-level recruitment campaign kit for SIs in EMEA, NA and LA region

#### EcoHub Marketing

- Supported the successful launch of SAP EcoHub at Tech Ed Berlin in 2008
- Ramped up the referral program campaign execution efforts in 2009
- Managed partner related EcoHub marketing (Referral, EBS, SI) driving partner adoption, volume and traffic to EcoHub
  - o Initiated and executed EcoHub Anchored Demand Gen Campaigns for partners
  - o Supported improvement process of EcoHub related partner campaigns – "Pedowitz project"

### Ramp-Up Marketing

- Managed and improved Ramp-up (RU) effectiveness in alignment with Services Marketing
- Developed and executed a standard RU communication process

### Application Development Partner Program

- Drove launch of SAP Mobile Apps Partner Center and HANA Cloud Partner Center as well as migration to Application Development Partner Center where partners can find end to end information from building to selling apps
- Built the value proposition and messaging that resonates with partners and influencers
- Created mindshare & awareness for SAP as a platform player
- Promoted and supported recruitment of partners to build apps on SAP
- Supported platform partners on all technologies (Mobile, NW Cloud, HANA, etc. ) across the lifecycle
- Managed partner enablement/GTM and established programs to support Application Development Partners on their go-to-market approach