

Personal Data

Birthday	23rd of November 1987
Birthplace	Nürnberg Germany
Civil status	Married, no children

Work experience and professional development

I rely on over a decade of experience in international Enterprise Sales in the Marketing technology space, most of these in leading roles. I specialize in building relationships between technology companies and brands, am regarded as a Digital Strategy thought leader, a demanded public speaker and professional consultant to help consumer brands grow to their highest potential.

05/2021 – Today



MoEngage Inc., Growth Director DACH

Building relationships between brands and their end clients, I consult Enterprise businesses in DACH on how to optimize their tech stack to achieve optimal customer lifetime value by understanding their clients and engaging with them on any channel in the most meaningful and relevant way at scale. I lead the German speaking markets for MoEngage, build up the Sales strategy, speak at conferences, acquire new customers, lead evaluation processes with Enterprise brands and the respective contract negotiations. Some of my key clients include Deutsche Telekom, Neue Zürcher Zeitung, Panasonic Europe, Zurich Insurance, Oswald (Unilever), Ippen Digital, Fastic and Wetter.com (Pro7 Group).

11/2018–04/2021



Mailjet GmbH, Sales Executive DACH

Filling in the roles of Sales Executive & Interim Country Manager DACH, as well as taking over as Sales Operations Manager EMEA, I have been building up and developing the Sales strategy for the DACH market together with Sales leadership and the Marketing department, acquired new customers and also helped manage a migration project from Sugar to Salesforce CRM. Day to day business consists of consulting concerning E-Mail Marketing and Transactionals; Management of Key-Accounts (e.g. About You, United Internet and BOSCH) including Cross- and Upselling; Representing the company at the customers office, via web conference and at trade fairs; contracting and controlling; Speaking on behalf of the company at industry events; Hiring & Training of new colleagues.

04/2016 – 10/2018



intelliAd Media GmbH, Senior Sales Manager 04/2017 – 10/2018, Sales Manager 04/2016 – 03/2017

Interimistically leading the North-DACH Sales team I was responsible for Sales strategy in my region, new and existing customer care and consulting concerning Performance Marketing (especially Bid Management, Customer Journey Tracking and Real Time Advertising); Management of Key-Accounts (e.g. Deutsche Post, FashionID & Adler Modemärkte) including Cross- and Upselling; Presentation at the customers office or via web conference; contracting and controlling; analysis of the market and identification of potentials; Representing the company through public speaking slots and at events.

11/2015 – 03/2016



Pirobase Imperia GmbH, Sales Manager

I was responsible for Presales Management regarding big client facing meetings & events; New and existing customer care and consulting concerning Online Marketing, Digital Transformation, Content Management- and PIM systems; Management of Key-Accounts (e.g. Bosch, Siemens and Siegenia-Aubi); Presentation at the customers office or via web conference; contracting; analysis of the market and identification of potentials.

02/2014 – 10/2015



COUPIES GmbH, Sales Manager Mobile Couponing 01/2015 – 10/2015, Junior Sales Manager Mobile Couponing 02/2014 – 12/2014

I learned the basics of Sales work, especially cold prospecting and creative Outbound techniques; took care of new and existing customers and was responsible for Consulting on Mobile Marketing and Digital Transformation; Management of Key-Accounts (e.g. Unilever, Chiquita Smoothies and JUMBO Spiele); Representing the company at the customers office; contracting and controlling; individual operative project conception & planning as well as management and controlling of customer campaigns.

09/2011 – 01/2014



Canada Life Assurance Europe Limited, Apprenticeship as management assistant for Marketing communication

Getting my technical Marketing education in the company I took care of Marketing strategy for insurance and investment products and was responsible for conception and handling of different brochures and other publications; texting for websites and brochures, consultation with the advertising agency; media planning; organization of Sponsoring events; Partner acquisition at trade fairs as well as translations (German to English).

01/2010 – 08/2011



NameDrive GmbH & Co KG

Account Manager 08/2010 – 08/2011

Internship in Online Marketing 01/2010 – 07/2010

I was responsible for care and development of existing customers; Portfolio & Account Management; Presales support for the Key Account & Sales team; Customer acquisition, SEO, SEM, 1st level customer support (German and English), organization of company events, Office Management.



School education

09/2011 – 01/2014	Joseph-Dumont business college Cologne & Canada Life Assurance Europe Limited – Technical education & degree as Management Assistant for Marketing Communication (IHK)
04/2009 – 07/2010	Public distance University Hagen – Studies in Business sciences
10/2007 – 03/2009	International RWTH Aachen University – Studies in Geoessource-Management
08/1998 – 03/2007	Private Gymnasium of the Ursulines Calvarienberg Ahrweiler – Abitur

Key Skills

Thought Leader in MarTech & Growth	Enterprise Sales & RfP Coordination
Management 3.0 & OKR	Sales Operations & -Management
Hiring & Personnel planning	Customer Acquisition & Networking
Market Analysis & -Strategy	MEDDPICC & Consultative Selling
Customer Centricity, Retention & Loyalty	Contracting, Negotiations & Procurement
Expert in CRM, CDP & Tracking	Client development incl. Cross- and Upselling
Digital Transformation	Key Account- and Partner Management
Omnichannel Marketing Automation	Public Speaking, Keynotes & events

Public Speaking References

- [OMR Conference Hamburg 2022: 7 Steps to a more customer-centric mindset](#) (English)
- [K5 Berlin 2022: So revolutioniert Kundenzentrierung das Digitale Engagement bei Magenta Telekom Austria](#) (German)
- [App Promotion Summit Berlin 2022: Converting Holiday Shoppers into Repeat Customers](#) (English)
- [Marketing-BÖRSE Digital Conference 2025 on AI, Next Best Action, Next Best Offer and Adaptive Content](#) (German)
- [Multichannel 2025 Online Conference: Markenliebe im Mittelstand](#) (German, scroll down to 16:15)

Publications & Interview References

- [OMR Reviews, 2023: Tipps und Ticks, um positive Kundenerlebnisse zu schaffen](#) (German)
- [CRM Talks #25 by WeAgency Digital, 2023](#) (English)
- [PodLeaders Podcast, 2023: Authenticity in the workplace and how it can impact your career](#) (English)
- [Marketing-BÖRSE Marketer Talk: Wie aus anonymen Besuchern durch KI loyale Kunden werden](#) (German)

Professional Network

Very strong personal network in Growth, Advertising and E-Commerce, mainly in the DACH area	
<u>XING</u> : more than 1.350 contacts	<u>LinkedIn</u> : more than 2,500 contacts Digital Strategy Top Voice Badge (deprecated by LI 10/24)

Other skills

- Excellent skills in MS-Office & G-Suite, Slack, Zoom, Microsoft Teams
- Experienced with CRM systems & CRM migrations (Salesforce, Sugar, MS Dynamics)
- Basic knowledge in Information Technology (HTML, APIs, SDKs, good technical understanding)
- KMK certificate Marketing-English level B2 (result 96%)
- German Driver’s license (B)

Languages

German	Native language
English	Second native language
French	Basic knowledge
Italian	Basic knowledge
Latin	Basic knowledge

Hobbies

My dogs Joker & Pipa	Traveling and learning new languages
Costume design and sewing	Cooking and eating good food
Music, especially Rock n’ Roll	Theatre and Musicals