

Senior Marketing Professional

Profile

I am a creative and results-driven marketing leader with extensive experience in contributing to growth and strategic planning.

A consultative expert with hands-on and can do attitude.

Good team player and relationship builder with a passion to drive multi-dimensional programs.

Demonstrated expertise in guiding cross-functional teams paired with excellent organizational and analytical skills.

Skills

- Strategic Planning and Implementation
- Operations Management
- Continuous Process Improvement
- Business Development
- Contract Negotiations
- Budget Management
- Client Relationship / ABM
- Marketing Campaigns
- Partner Management
- Team Building and Leadership

This skill set allows me to support sustainable growth allowing an organization to fully thrive. I look forward to bringing these strengths and more to your company organization.

Professional Experience

Senior Marketing & Sales Specialist Jan 2021 – today, Hohenbrunn near Munich

AERAsec Network Services and Security GmbH

AERAsec Network Services and Security GmbH is specialized on IT Security, esp. Networks, Firewalls and Firewall Change Management to secure customer environments in an effective, innovative and flexible way to fulfil customer needs as well as future requirements.

Reporting to the General Manager, I held responsibility for the planning and execution of marketing tasks as well as Sales Development to fill the business pipeline and create awareness.

Responsibilities:

- Website structure and content creation
- Database restructure, update and maintenance
- Customer and Channel Relationship Management (CRM)
- Account-Based Marketing (ABM)
- Sales Development
- Planning and organisation of Events, Webcasts and Courses
- Creation of Corporate Design/Identity
- Lead generation and Awareness Campaigns/Online Marketing

Achievements:

- Release of new Website
- Targeted campaigns to existing and new customers
- Generating of new sales opportunities
- New corporate Identity

Certified Project Manager
May 2020– Jun 2020, Munich

COMCAVE.COLLEGE

CCI certified trainer aptitude
Feb 2020– Apr 2020, Munich

COMCAVE.COLLEGE

TÜV certified Data Protection Officer
Nov 2019 – Dec 2019, Munich

COMCAVE.COLLEGE

Certified Digital Marketing Manager
May 2019 – Nov 2019, Munich

Wildner Academy of digital economy

- Online Marketing
- Social Media
- Online Publishing

Marketing Manager DACH and Eastern Europe
Jan 2018 – Jul 2018, Munich

Nuance Communications Germany GmbH

Nuance Communications is the pioneer and leader in conversational and cognitive artificial intelligence (AI) innovations. Their B2B solutions can understand, analyse and respond to human language.

Reporting to the EMEA Marketing Director, I held responsibility for the planning and execution of all marketing activities in the region to properly fill the business pipeline and boost awareness.

Responsibilities:

- Develop and drive a targeted marketing mix within given budget
- Regular monitoring and reporting on activities and success
- Re-launch German website
- Design of marketing materials
- Coordination of local PR activities
- CRM management with Salesforce and Eloqua

Achievements:

- Set up telemarketing
- Evolved roadshow with Customer and 3rd party analysts (15 business opps, value of EUR 4 MM)
- Planned and organized trade fair participation (CCW) with 30 prescheduled meetings
- Oversaw production of event materials

Marketing Manager Central and Eastern Europe
Mar 2017 – Nov 2017, Munich

SentinelOne

SentinelOne is leader in the B2B Endpoint Security Market (NGEP). Startup in Europe (USA since 2013).

In this role, reporting to the EMEA Marketing Director, I held responsibility for the development and execution of all marketing activities in the region and strengthen awareness.

Responsibilities:

- Implement and process marketing programs in line with budget to generate leads
- Set up and establish partner portal and develop partner landscape
- Localization of marketing materials and marketing campaigns
- Design marketing materials (brochures, booth displays, EDM)
- Global coordination and engagement with local PR agency to drive PR activities in the region
- Regular reporting on activities and success including monitoring lead flow and conversion rate

Achievements:

- Built and evolved partner landscape
- Processed events, database, graphics/localisations
- Arranged roadshow in 3 cities (DACH)
- Coordinated trade fair participation (CeBIT, it-sa)
- Set up and organized telemarketing

Field Marketing Manager Central Europe

Check Point Software Technologies GmbH

Jun 2011 – Feb 2017, Munich

Check Point is the worldwide leader in internet/network security (B2B).

Reporting to the EMEA Head of Marketing, my role was to plan and drive marketing activity in the region.

Responsibilities:

- Create marketing programs targeted at channels and end users
- Liaise with distributors and partners to execute joint marketing activities
- Monitor lead follow up and conversions to opportunities in order to build a healthy business pipeline
- Support localization of marketing materials and marketing campaigns
- PR activities in the region
- Analysts and 3rd party relationship
- Manage regional marketing budgets (direct/channel)

Achievements:

- Developed regular webinar series with an average of 100+ participants
- Evolved annual user group meeting with up to 300 attendees
- Generated business pipeline to achieve a sales target of over EUR 100 MM annually
- Collaborated with partners in various campaigns
- Cooperated with analysts (IDC) in events and surveys
- Initiated and set up advocacy program

Marketing Continental Europe

ANSYS Germany GmbH

Dec 2000 – Dec 2009, Darmstadt

ANSYS is a leading company in engineering simulation software market in a B2B environment.

Reporting to the Sales & Marketing Manager, the team (2FTE) was responsible for the planning, executing and overseeing of all marketing activities in the region.

Responsibilities:

- Manage regional budget and activities
- Run marketing campaigns
- Online marketing
- Artwork & corporate design
- PR
- CRM/database management
- Channel partner and third party cooperation

Achievements:

- Structured, designed and maintained the company's intranet
- Organised annual user group meeting with up to 1000 attendees
- Up to 40 participations at conferences/exhibitions annually
- Increased sales >15% year over year
- Developed direct marketing activities

Education and Attributes

Degree in Business Economics: University of Applied Science Hannover (Advanced Studies)
Apprenticeship: Administrative Professional (Verwaltungsfachangestellter)
Languages: German (native), English (full working proficiency), French (basic)
Computer skills: High level of competency in application software including MS Office, Acrobat, Photoshop, InDesign, Dreamweaver, database and automation software (Salesforce, Marketo etc.)

Miscellaneous

Notice period: None
Nationality: German
Date of birth: 18 April 1973

January 2024

M. Remmel