

Florian Dieterle
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Curriculum Vitae



Qualification profile: "People do not buy anymore just products and services, they want to get real experiences"

- Long professional marketing, sales and change management experience national/international with Fast Moving Consumer Goods, Trade, Service Industries and Technologies (B2C, B2B) with high change management and sustainability focus
- Executive marketing positions and senior project manager positions at Henkel, Nestlé, Eckes, Weber Grills, Weight Watchers
- Co-founder of media start-up marketSTEEL (disruptive digital platform)
- Senior consultant at own consultancy/Market Excellence Group with focus on process, policy and people
- Multiple long-term and interim management assignments at Weber Grill, Essity, Dornbracht, Carl Zeiss
- Successfully launch and implementation of innovative business models, products and integrated communication campaigns
- High performance- and team-oriented working style. Entrepreneurial mind set, loves to challenge status quo and find new sustainable solutions
- Lecturer for International Marketing Master Programmes in Digital Marketing, Change Management

SUMMARY

Qualification Profile

- Successful track record in Marketing and Sales from Brand Manager to Marketing Director in an international/national environment resp. as Interim Manager and Strategic Consultant, long-term leadership for teams ranging from 5 to 25 people
- Well-balanced experience of development as well as implementation of strategies with a focus on new products, new business models and change management
- Corporate and consulting experience in strategic Brand Development and Execution & Communication in B2C and B2B (national and international) in companies with complex-multi-stakeholder situation
 - Brand building and strategical management of global premium brands (positioning, brand architectures, extensions, claiming, CI/CD, guidelines, marketing mix) incl. global alignment
 - Development of long-term brand and portfolio strategies of Consumer Goods and Services including implementation for roll-outs for product launches and relaunches
 - Development of several brand campaigns above-the-line/below-the-line including agency and service provider management
 - Digital Marketing including customer touchpoint management and customer journey
- Development/Realisation of innovative marketing/sales concepts
- International Marketing Planning for countries including budget allocation/ROI mind set
- Establishment and leading of multi-functional and multi-cultural project teams
- Reorganisation/New alignment of marketing departments
- High conceptual orientation with focus on new tool development, yet strong in implementation
- Set-up of strategic and operative market research including consumer insights management
- Industries: FMCG, food, beverages, media, luxury and premium products, financial services, services, outdoor, medical technology, chemicals, optics, mechanical engineering, electrical engineering, packaging, paper industry, hygiene and health, sanitary, heating, air conditioning, electro appliances

Career Summary

2008 - today	Independent professional consultant Duesseldorf: Consultancy & Interim Management on Marketing, Sales, Change Management, Innovation Management
2015 - 2018	marketSTEEL Dusseldorf: Co-Founder of digital start-up marketsteel.de
2011 - today	University New Bucks UK: Lecturer Digital Marketing and Change Management
2004 - 2008	Weight Watchers , Duesseldorf: Marketing Director
2003 - 2004	Eismann Tiefkühl-Service (Nestlé Group) , Marketing Director Frozen Food
2001 - 2003	Eckes Spirituosen , Nieder-Olm: Marketing Director Spirits, Wine & Sparkling
1987 - 2001	Henkel , Duesseldorf: International Director Knowledge Management, International Marketing Manager, International Project Manager Business Intelligence, Senior Product Manager/Product Manager, Sales Representative

Methodical Profile Broad Project Management/Change Management incl. Organisational Transformation Coach experience, Train-the-Trainer-Education, Scrum, NLP Master, Coaching, Design Thinking, Business Model Canvas, Lean start-up

Education & Qualification

1983 – 1987 University of Munich: Business Administration Degree Diplom-Kaufmann (MBA equiv.)
1970 - 1983 Grammar School Munich. Degree: Abitur (A-level)
Languages German, English (business fluent), French (basic knowledge)

Miscellaneous

Personal data Married, 1 child
Special Interests Contemporary Art, Architecture, Design, Travelling, Cooking

POSITIONS AS INDEPENDENT PROFESSIONAL 2008 – 2024 (EXTRACT)

Consultant, Interim Manager, Innovation and Change Management

Focus on consulting and implementation for Innovation and Brand Strategies, Go-to-Market Strategies for Industry, Services and Trade national/international with strong change and communication focus

INTERIM MANAGEMENT/PROJECT MANAGEMENT

Project Manager Brand Experience Fittings (Turnover 150 m) since 9/23

- Project management showroom Milan: Concept, planning and implementation, opening event
- Focus on overarching Customer Experience and Brand Experience
- Development and implementation of cooperation strategy
- Brand projects: Brand Experience, Artificial Intelligence applications

Head of Marketing/Communications Georg Menshen Packaging Industry since 10/22 (turnover 180 m)

- Brand development (brand mission statement) and international brand building
- Social media development: development of content strategy and channel strategy
- Employer branding development basics
- Trade fair projects including leading trade fair Interpack and re-staging of brand in B2B
- Change management & establishment of processes Crisis communication (Internal, external)
- Concept development sustainability and sustainability communication, ESG

Project Manager Brand & Content Dornbracht Fittings 11/22 to 9/22 (turnover 150 million euros)

- Development of sustainability strategy and sustainability communication roadmap
- Social media strategy: development and implementation including templates Instagram, Facebook, LinkedIn for architects and designer community
- Creation of guidelines for video content for sanitary and installation trades
- Project management for change management and transformation processes
- Translation of technical content (product information, product data) into messages differentiated by B2B and B2C target groups and channels
- Strategic brand development

Global Brand Innovation Manager Essity 4/2021 to 9/2021 (12 billion Euro turnover)

- Initiation and implementation of innovation projects
- Project management/stage gate innovation process
- Business case creation and potential calculation
- Concept and product development
- Trend research and consumer insights generation
- Sustainability projects: Development of sustainable products, packaging and systems
- Implementation of innovation workshops
- Communication development including purpose

Project Manager Zwiesel Glas 10/2020 to 3/2021 (100 million Euro turnover)

- Further development of strategic brand platform/positioning B2B/B2C on the basis of world market leadership in the HORECA and B2B sectors
- Conduct agency pitch and search for new lead agency
- Development of market research/consumer insights
- Segmentation
- Consulting marketing organisation
- Consulting new business fields and innovation management

Project manager Carl Zeiss AG Technology 11/2017 to 6/2019 (Turnover 6 billion Euro)

- Project management global B2B brand projects on Corporate Communication level with high change management focus and international alignment
- Interim Head of ZEISS in-house advertising agency (15 people): Communication Development Online, Print, Live Communication for divisions eyeglasses & cameras, metrology technology, medical technology, semiconductor technology
- Co-Development/Introduction new international campaign (Visual & Communication Design)
- Relaunch corporate ZEISS website national/international

- New alignment Brand Experience, Customer Journey and other strategic tools
- Change Management: Introduction international Brand Portal (Guidelines, Media)
- Project lead on several trade fair and event projects (agile project management)
- Employer Branding and Recruitment campaign/Introduction Learning platform

Marketing Director Weber-Stephen Germany (Weber Grills) 10/2015 to 7/2016

P&L responsibility 180 Mio. Euro, Team size 12 members, Budget 10 Mio

- Participation and Implementation European Go-to-market, Branding & Communication
- New alignment Trade Marketing and Shopper Marketing
- Reorganisation and Change Management Approach for Germany within EMEA structure
- Development of Event Concept
- Development Content Marketing Concept
- Relaunch Website and Introduction E-Commerce
- Coordination of sports marketing with Thomas Müller (FC Bayern) for TVC/Events

Marketing Director Weber-Stephen Germany (Weber Grills) 2/2010 to 9/2010

P&L responsibility 40 Mio. Euro, Team size 10 members, Budget 4 Mio

- New Organisation of Brand Management/Product Management
- New alignment Communication Strategy, especially start TV advertising from 2011
- Planning and Implementation of Assortment and Pricing including Trade and Consumer advertising material (Catalogue Marketing, Dealer Presentations, POS appearance)
- Planning and Concept for international fair Gafa Cologne
- Online SEO/SEM
- Introduction of Weber Grill Academy for consumers
- Agency search including organizing agency pitches
- Training concepts and sell-in-presentation for trade

MARKETING AND SALES CONSULTING PROJECTS (EXTRACT)

- Brand strategy and re-organisation set-up Ledlenser 2022/2023
- Optimisation of communication/marketing Packaging system B2B 2020
- Development of mission statement for outdoor/gardening supplies manufacturers 2020
- Optimisation of customer approach B2B dealer for workwear 2020
- Development work for Foodhub NRW/virtual trade fair project 2020
- Planning and organisation of congress Ideenfutter 2020
- Optimisation of campaign management B2B association Refractory Industry 2019
- Development/expansion and optimisation of customer experience B2B online platform 2017
- Marketing approach B2B Soennecken 2016
- Realignment of customer touchpoint management Union Investment 2014/2015
- Innovation consulting Teekanne 2014
- Innovation consulting Ergobag 2013
- Support for Chinese investors Carl-Duisberg Gesellschaft 2012
- Strategy workshops for Weberstephen since 2011
- Marketing concept for B2B Printing Mayspies 2010/2011
- Realignment of media platform online presence eiskellerberg TV 2010
- Marketing concept/reorientation Rotkäppchen-Mumm 2009
- Innovation strategy Retailer concept Corum 2008
- Various innovation workshops (Design Thinking/Business Model Canvas approach) since 2008

EMPLOYMENTS 1987-2008

- 9/2004 – 7/2008 Weight Watchers Deutschland GmbH Duesseldorf Germany**
Marketing Director/Member of Management Team
Marketing/PR/Database/Call-Centre
Turnover 120 Mio Euro, Marketing budget 15 Mio. Euro, 16 employees
- Successful extension of core business after innovation with double-digit growth
 - Brand building umbrella brand Weight Watchers including strategic responsibility for Weight Watchers products
 - Key responsibility for campaign management: TV, Print, Online, Direct Mailing
 - Marketing support for development of new business areas license food for retail and business plan for Weight Watchers At Work
 - Introduction of geo marketing tools for optimisation of new meeting sites including reshuffled opening communication
 - Introduction of database campaign management system and new tools for measuring media efficiency/cost per acquisition (CRM)
 - New alignment of PR in national and regional sales support
 - Launch strategic market research/consumer insights management
 - Successful launch of a complex internet/meeting offer with substantial increase of profitability (Monthly pass)
 - Internet campaign and communication including integrated communication
 - New alignment of long-term innovation policy together with R&D
 - Several successful pitch processes for new agency search
 - New alignment health care marketing and activities to doctors
- 3/2003 - 8/2004 Nestlé Germany, Eismann Tiefkuehl-Service GmbH & Co KG**
Marketing Director/Member of Management Team
Frozen Food/Ice-cream Home Delivery Service
Turnover 250 Mio. Euro Germany, Marketing budget 3 Mio. Euro
24 employees national/7 Marketing Manager international
- New organisation and introduction of product management
 - New marketing positioning for umbrella brand Eismann
 - Realisation of 20 main catalogues p.a. national/international in different languages
 - Implementation of international operating innovation teams
 - Development of short-term sales-support-tools
 - Initiative for regaining lapsed costumers
 - Introduction of app. 100 new products p.a. for main catalogue
 - Portfolio realignment and strong reduction of SKUs
 - New alignment of marketing communication chain/CRM strategy
 - Improvement of procurement cost and structural costs
 - Establishment of strategic pricing system
- 3/2001 - 2/2003 Eckes Spirituosen & Wein GmbH Nieder-Olm Germany**
Marketing Director/Member of Management Team
Spirits/Wine/Sparkling Wine (Retail and Gastronomy) Germany
Turnover 150 Mio. (Without excise tax), marketing budget 25 Mio. Euro, 20 employees marketing, market research and product development R&D
- New alignment of spirits and sparkling wine (Freixenet brand)
 - Successful extension branded business via introduction of a second and third wine line
 - Introduction umbrella brand strategy including well defined brand architectures
 - Acquisition of 3 international distribution brand for starting new business gastronomy
 - New alignment of marketing and product development into modern innovation management
 - Development of strategies for business extension including business plan for entering private label business
 - Introduction value management tools and brand evaluation process in marketing and sales
 - New alignment investment policy marketing and sales

- 7/1987 - 2/2001 Henkel KGaA Duesseldorf**
Multiple functions in marketing, controlling and sales
- 2000-2001 International Director Knowledge Management
Managing European Team (12 managers) Detergent/Cosmetics/Adhesives**
Development of worldwide knowledge management system for marketing, sales of FCMG
Implementation of knowledge management philosophy for the marketing departments in affiliate companies (Europe)
Establishment of best-practice-database with case studies and success factors for efficient marketing and brand management
Starting process and organisation changes for achieving business excellence
- 1999 International Marketing Manager Strategic Business Unit Wool Detergents, Additives and Bleaches,
Head of European team within functional/country matrix organisation
coordination of 12 marketing managers in Europe
Turnover 135 Mio. Euro, Marketing budget 20 Mio.**
Development and implementation of international marketing initiatives
Implementation of marketing mix and product formula standardisation across Europe
International relaunch wool detergent in 12 countries as head of pan-European project team
- 1997 International Project Manager Business Intelligence
Head of European team (6 persons), close reporting to Board Director**
Development and introduction of European management information system for marketing and sales
Development and introduction of methods/tools for marketing efficiency measurement and advertising success controlling
- 1993 Senior-Product manager Weißer Riese und Spee
Heavy Duty Detergents
Turnover 80 Mio. Euro, marketing budget 7 Mio. Euro , 3 employees**
Turnaround of brand Weißer Riese through launch of technology Megaperls, achieved Nr. 4 Position in market in 1996
Strategy for transforming Spee as former East German brand to finally strong national position Nr. 3 after year 2002
- 1991 Product-Manger Perwoll, Dato, Fewa,
Light Duty Detergents
Turnover 35 Mio. Euro, marketing budget 5 Mio. Euro
3 employees**
Market leadership after national relaunch
Development of new innovative special detergents products
- 1987-1990 Marketing assistant/Sales representative**