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*07.10.1977 in Hamburg

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CORE SKILLS

PRODUCT MANAGEMENT

- Customer experience design in collaboration with management, tech & design
- Design management: web-, interface- & communications design
- Definition of functionality & execution together with management & tech

PROJECT MANAGEMENT

- Definition of timelines & milestones
- Managing interdisciplinary teams
- Ensuring on-time delivery

BUSINESS

- Strategic product development (market opportunities, customer needs, product- and execution planning)
- Marketing (branding, SEO & SEM basics, social media marketing, event & PR)
- Cooperations management

PROFESSIONAL EXPERIENCE

October 2007 - December 2011

ENTREPRENEURSHIP

since 2007 **Faces of Design** (Co-Founder & Managing Director)
www.facesofdesign.com
International and interdisciplinary information-, career- and portfolio platform for designers.

since 2009 **MUSCON Sherp** (Product Manager)
www.muscon.org
Online B2B-market place for the marketing of international travelling exhibitions by leading cultural institutions

2007-2010 **SuperSwitcher** (Co-Founder & Managing Director)
www.superswitcher.co.uk
Online tariff comparison engine with an automated switching service for households in the UK (gas and electricity)

2011 **Collegepiraten** (Founder)
www.collegepiraten.de
Guerilla fashion label for location-specific, institution-independent college apparel and accessories, catering for German university students through an event-based ecommerce concept.

since 2011 **de pluribus** (Co-Founder & Product Manager)
www.depluribus.de
Online B2B-market place for project acquisition and self-promotion for senior freelance management consultants

CONSULTING

Focus areas:

Branding: concept, strategy and development
Product and portfolio/collection development
Project management
Design management & Design Thinking
User interface & web design
Marketing, communications & social media marketing

July 2007 - September 2007

ASSISTANT TO THE MANAGING DIRECTOR

Alexander von Vegesack, founder and director of Vitra Design Museum, Weil am Rhein, Germany & Domaine de Boisbuchet, Lessac, France

April 2005 - June 2007

PRODUCT MANAGEMENT JEWELLERY & WATCHES

Egana Goldpfeil GmbH
Brands: JOOP! (Ladies- and gents' jewellery, watches); Carrera (gentlemen's jewellery)
Achieved a revenue increase of 16% for the JOOP! Jewellery segment.

Interfacing with all product-relevant areas of business:
Strategy: development of the collection in close collaboration with management and licencer; Design: market- and trend research, briefings & support of the designer; Production: sampling, quality control, project management, pricing, regular travels to Hong Kong and China; Sourcing: support at order placement and stock keeping logistics; Marketing: development of POS materials and packaging, creation of retail documents and brand presentations, photo shootings and layouts; Sales: product workshops for sales staff, travelling agents and internationals distributors; After Sales Service: QC; Recruitment of the vacant design position; Cost Center Management

October 2004 - March 2005**PRODUCT MANAGEMENT WRITING INSTRUMENTS**

Montblanc International GmbH
Special Edition „Greta Garbo“ and product family „Scenium“

Responsible for product development in close collaboration with the design team, sourcing and production; marketing concepts; coordination of agency briefings; development of POS materials & image material.

EDUCATION**JunE 2004 - September 2004****INTERNSHIP**

Product management Diversified Products (Jewellery)
Montblanc International GmbH, Hamburg, Germany

October 2003 - July 2004**MASTERS COURSE (M.A. with distinction)**

Design, Strategy & Innovation – Brunel University, London, UK
Master's Thesis: „How to Cast a Magic Spell – New Approaches to Luxury Brand Management“

September 1999 - July 2003**DIPLOMA (Diplom Designer)**

Jewellery Design & Metalwork
HAWK Fachhochschule für Angewandte Kunst & Gestaltung, Hildesheim, Germany
Diploma: „Graphic Design in Jewellery“

August 1997 - March 1999**APPRENTICESHIP & FOUNDATION STUDIES**

Dressmaking & Fashion Design
FADM Fachliche Ausbildungsschule Damenschneiderei und Modedesign, Hanover, Germany

September 1994 - July 1996**Ardingly College, Haywards Heath, UK**

A-Levels: Fine Art (A), Craft (B), Theater Studies(B)

September 1988 - July 1994**Gymnasium Andeanum Hildesheim, Germany**

SKILLS & INTERESTS**Languages**

German (mother tongue)

English (fluent)

Interests

Contemporary design, cooking, surfing