

Maren Sturny  
Ma.Co.Ev. - Support



## MARKETING & COMMUNICATION CONSULTANT

### Maren STURNY

German and French - 43 years old – Married - 3 daughters - Living in Munich  
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Innovation, Brand Management & Communication expert with extensive consumer insight experience in FMCG and project leader skills, based on 17 years of professional experience in FMCG Innovation Marketing, Brand Management, Event Management and Marketing Communications in international and headquarter positions.

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### AREAS OF EXPERTISE:

- FMCG Brand Innovation Management from Market & Competitive Environment Analysis over Consumer Insight Research, Concept Development & Consumer Research to Product & Packaging Development, Product Launch & Communication/ Advertising Development ATL/ BTL
- Brand Key Expert (Competitive Environment, Target Group, Insight, Benefits, RTB, USP, Essence)
- Profound German Market Expertise regarding German Consumer Behaviour & Mind Set in Food and Non Food
- Experience in international, cross-functional and intercultural Project Leadership for Brand Innovation, Brand Awareness and Marketing Communication Projects
- Event Marketing & Event Communication
- CSR Project Lead
- Communication & Social Media Strategy Development
- Connaissanceur of the German Retail Structure
- Show Production Experience
- Bi-cultural Mindset as German and French Citizen

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### PROFESSIONAL EXPERIENCE

#### MA.CO.EV.-SUPPORT, MUNICH, GERMANY:

- 2016 - now Consultant for Marketing, Communication (incl. Social Media) and Events ([www.maco-ev-support.com](http://www.maco-ev-support.com)): "You fully concentrate on your core business, Ma.Co.Ev.-Support takes care of the Marketing, Communication and Event matters within your company"
- 2016 – 2017 Support of the show production "Berlin Nights" with regards to Communication/ PR/ Social Media/ Artist Assistance ([www.berlin-nights.de](http://www.berlin-nights.de))

#### PARENTAL LEAVE

2013 – 2016

#### DRÄGER, HEADQUARTER, LÜBECK, GERMANY:

- 2008 - 2012 Project Manager Marketing Communications Dräger Headquarter:
- Global Brand Awareness Campaigns (B2B and B2C)
  - Global Brand Activation and Communication (B2B and B2C)
  - Client Event Management (B2B)
  - Brand Exhibition Communication & «Stage Show » Management (B2B and B2C)
  - Project Lead Initialisation Global Media Planning
  - Dräger Agency Pitch Management

#### UNILEVER, HAMBURG & BRUSSELS:

- 2006 - 2007 Internal Communication Manager, Unilever Germany, Hamburg
- Support of the German Unilever Board with regards to internal communication matters

- Project Lead CSR Project for Unilever Germany
- Project Lead "Vitality Canteen" – Relaunch of the Unilever Hamburg employee canteen

2001 – 2005 Brand Manager Knorr Soups, Unilever Germany, Hamburg

- Responsible for Knorr Soups (100 Mio € turnover) through the whole marketing mix incl. innovation management, research from scratch, design work, advertising creation ATL, BTL activities, new product development, market & competitive analysis, category strategy, retail strategy, cross-functional project lead
- Since 2004 incl. team leading responsibility: 1 brand manager, 1 junior brand manager and 1 trainee as direct reports
- Part of the international, cross-functional and intercultural innovation project team "Knorr Vie" as German project member in charge of German Research (Hassloch) and German Communication Development ATL

1999 - 2001 Brand Marketing Trainee, Lever Fabergé Hamburg and Brussels

- Assistant Brand Manager Dove, Sunlight and Rexona, Lever Fabergé Brussels (Project Leads: Design Relaunch Sunlight, Face Care Market Analysis Dove, Retail/ Key Account Analysis Rexona, "Dove Spa Event" 2001)
- Assistant Brand Manager CD (German Personal Care Brand), Lever Fabergé Hamburg
- Assistant Brand Manager Dove Body, Regional Innovation Centre, Lever Fabergé Hamburg (Highlight Project (Assistance): European Launch of Dove Body Silk incl. Research, Product Development, Launch Timing Coordination, Sample Coordination and Advertising Development
- As Unilever Marketing Trainee access to the Unilever Marketing Academy Training Program

### INTERNSHIPS:

Summer 1998 Internship "Learning & Earning" Unilever / Elida Fabergé Hamburg, Germany  
 Summer 1995 Internship "AsseFin", Advertising Agency Hannover, Germany  
 Spring 1995 Internship "Gaspower", Investment goods Zaragoza, Spain  
 Summer 1994 Internship "Deutsche Bank" Celle, Germany

### STUDIES

1993 – 1999 Studies of "Business Economics" at University of Bayreuth – Germany  
 Graduation: "Diplom-Betriebswirt" (equivalent to MBA), passed with distinction: 1,6 (on a scale from 1 (best) – 5)  
 Specialisation Marketing and Fiscal Law  
 1997 – 1998 Studies (1 year) at the "Ecole Supérieure de Commerce" in Bordeaux - France, specialisation in Marketing  
 May 1997 Completion of Diploma Thesis about "Techniques of sales forecast in the longer term business planning"  
 (Result: 1,0 on a scale from 1 (best) - 5)

### LANGUAGES

German mother tongue  
 French close to mother tongue (acquisition of French nationality through marriage)  
 English fluent  
 Spanish basic

### INTERESTS

Dancing, music and live concerts, playing the piano, tennis, skiing, cooking, culinary art & wine, travelling / multicultural experiences, France