

EDUCATION

Diplom-Kauffrau (equivalent to a master's degree in business administration)

Friedrich-Alexander-University Erlangen-Nuremberg, Nuremberg, Germany

10/2001 - 1/2007

- Concentration in Market Information Management (Marketing, Statistics and Market Information Systems)
- Master's thesis: Analysis of transactional retail data for customer segmentation and scoring

Master of Marketing Research, Coca-Cola Foundation Scholar

Terry College of Business - The University of Georgia, Athens, Georgia, USA

6/2005 - 5/2006

- Received stipend from Friedrich-Alexander-University Erlangen-Nuremberg and GfK Group, Germany
- Graduated summa cum laude

WORK EXPERIENCE

Marketing Consultant – Siemens AG, one of the world's largest electrical engineering and electronics companies with 398,000 employees worldwide (as of 2007)

Siemens Global Marketing Services, Marketing Consulting

Mannheim, Germany

06/2007 - present

- Develop strategies for sales growth for several Siemens divisions
- Conduct market analyses internationally through primary and secondary research including expert interviews
- Execute worldwide customer satisfaction surveys in business-to-consumer as well as business-to-business environments
- Supervise students in their project work and thesis writing

Intern – BMW Group, one of the world's leading automobile and motorcycle manufacturers with 106,575 employees and 49 billion euros in revenue in 2006

Product and price management for Central and Eastern Europe

Munich, Germany

02/2007 – 06/2007

- Participated in the determination of the specifications and prices of BMW and MINI cars for the market of Central and Eastern Europe
- Assisted with the long range volume planning for every car model in each country
- Developed business cases, e.g. the profitability of the introduction of a new car model in a specific country

Intern - GfK Group, Germany's largest market research company

Division for International Customer Satisfaction Research

Nuremberg, Germany

8/2004 – 10/2004

- Participated in the preparation and execution of a 15-country study (determination of the sample, preparation of questionnaires, verification of CATI-programming, telephone and written correspondence in English and French language)
- Reported survey results in PowerPoint presentations
- Assisted in the preparation of final reports

UNIVERSITY PROJECT EXPERIENCE

Marketing Research Project on New Product Development– University of Georgia

Corporate marketing research project for The Coca-Cola-Company, Atlanta, Georgia, USA
Athens, Georgia, USA

10/2005 - 5/2006

- Analyzed Coca-Cola's current concept screening stage within their new product development process
- Executed a concept test in an experimental design and analyzed the data using SAS
- Identified areas of weakness and developed suggestions for improvement including concrete implementation

Marketing Project on Digital Information Services - University Erlangen-Nuremberg

Seminar in cooperation with Müller Medien, a medium-sized media company

Nuremberg, Germany

9/2004 – 2/2005

- Conducted secondary data research on the conceptualization and measurement of the acceptance of the Internet
- Performed primary research on the needs of physicians regarding digital information
- Developed a concept to enhance and safeguard the market position of the cooperation partner with final

presentation to the managerial head

SKILLS

Computer MS Office, SPSS, SAS, SQL, HTML

Languages German/native, English/fluent, French/extended basic knowledge