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My Belief, Vision, Mission and Values

My Core Belief

Marketing skills can be transferred.

My Vision

Marketing in the driver's seat.

My Mission

Developing your marketing potential.

My Values

A passion for marketing.

Staying curious.

Balancing analytics and creativity.

Connecting marketing.

Enhancing marketing team skills.

Marketing skills can be transferred between companies and industries. The expertise comes from applying the right marketing skills to specific business goals and target group needs. And to implement marketing excellence based on sound analytic work, target-group distinction, creative diversity and perfect execution

Marketing must take on a leadership role in strengthening company results through sustainable increases in customer engagement and consumer value.

Together, we will optimize your company's marketing potential. By redefining organization and processes, building passion and knowledge, increasing performance results and achieving internal acceptance as well as industry standing.

The passion to understand and connect with customers and users better than competition.

A persistent curiosity to examine and reflect on interactions between companies and their relevant environments.

A balance between adequate analysis to define marketing goals and strategies on one side and creative design and differentiating implementation of marketing activities on the other.

The creation of excellent relationships with key stakeholders within the company – especially by building a symbiosis between marketing and sales.

The continuous skill development for each marketing team member, following the guiding principle of “challenging and supporting”.