

Alexander de Werth

Dipl. Kommunikationswirt (BAW)
Loristrasse 7
GER-80335 Munich

t: +49 89 71675172
m: +49 179 2943158
mail: dewerth@brandpost.eu

Born: Mai 1969



Alexander de Werth is a subject matter expert on branding, marketing and communications experienced in the entire value chain from development to implementation and activation. Alexander covers design thinking, change management and creative leadership skills.

Professional experience:

Alexander works for more than 20 years in technology, digital and marketing industries on an international level for B2B and B2C products/services. Alexander has worked in leadership roles for corporate marketing organizations as well as brand design and communication agencies.

Alexander is specialized in B2B marketing of explanatory services and products.

- Six years plus at Siemens Enterprise Communications/Unify, a global B2B telecom service company:
Head of Brand Transformation and Brand Experience Manager „Circuit“
- Seven years at Kochan & Partner, a Brand Design and Communication Agency
Key Account Management & Brand Strategy Consultant
- More than six years in other leadership positions in marketing, communication and product marketing roles in telecommunications and technology industries, i.e. Telefonica/VIAG Interkom, Callino and Integrated Systems Europe

Track Record (amongst others):



- Budget responsibility 2,4 Mio. p.a., 10 team members,
- ISE: sales driven marketing campaign increased attendance of 10% (>68.000 visitors)
- Introduction of a regular content marketing
- Re-Launch of the customer magazine
- Introduction of an omni channel database marketing processes
- Successful launch of three new tech conferences in the period of 12 months, meeting its targets in terms of profit and attendance



- Budget responsibility 28,5 Mio., >450 project members,
- Development and introduction of a new corporate brand including identity, design and communication
- Successful implementation and activation of the new corporate brand, within six months in 48 countries
- Finished: in-time, in-budget, no business interruption



- Development of a holistic end2end brand experience (UX Design, brand design, pictorial language, brand tonality, integrated campaign)
- Brand activation: Sales driven launch campaign addressing SMB's in the US and Germany
- Timeframe: <10 months, budget: 5 Mio.



- Re-Positioning of a no-frills hotel brand of the Accor Hotels Group
- Co-Marketing activities to increase sales
- TV-Campaign: increase brand Awareness, initiate a shift of brand perception within the target group

Skill Profile

Brand, Marketing & Communications

Development and execution of integrated marketing and communication campaigns (ATL & BTL) for international and national companies, for product and brand launches, re-positioning and sales promotions:

- Omni Channel Marketing Campaigns: ATL (Online, TV, Print, (...) campaigns) and BTL activities (viral, guerrilla, (D)OoH and 1:1 marketing),
- Media planning
- Content, database marketing, social media marketing
- SEM/SEO and marketing analytics
- Live events (fairs, conferences, events/road shows)
- Press, investor, public and analysts relations
- Standard marketing tools (on-/offline): print/online publications, web presences (websites, social media), complex marketing productions (video, audio and photo shootings)
- Marketing controlling and agency management
- Brand personality assessments, brand strategy, identity and design development, brand management
- Sales driven co-marketing and business development activities

Management:

- Project management
- Leadership of dispersed and multicultural teams
- Talent management / team development
- Creative leadership management and design thinking methodologies
- Organization Development, Change and Process Management

Work History

- BrandPost, Munich, brand, marketing and communication consultancy
Independent Business Owner & Consultant Since 11/2016
- Integrated Systems Events LLC, Munich >29 employees, Europe, fairs & events
Director of Marketing & Communications (Budget 2,3 Mio p.a., 10 employees) 05/2015–10/2016
- Unify GmbH & Co. KG, Munich, >10.000 employees, 48 countries, telecommunications
(formerly Siemens Enterprise Communications)
Brand Experience Manager for „Circuit“ / Global Head of Re-Branding Project 02/2009 – 04/2015
- Kochan & Partner GmbH, Munich, ≥65 employees, communication & design agency
Key Account Manager & Strategy Consultant 12/2001 – 01/2009
- Strategy & Management Consultant (freelancing), Munich, consulting 09/2001 – 11/2001
- Callino GmbH (i.Ins), Munich, >450 employees, Germany, telecommunication
Manager Strategic Projects, Carrier Services 06/2000 - 08/2001
- VIAG Interkom GmbH & Co. (today: O2 Germany GmbH), Munich, 2.500 employees, Germany, Telecommunication
Product Marketing Manager, B2C & B2B Internet Services 10/1997 – 05/2000