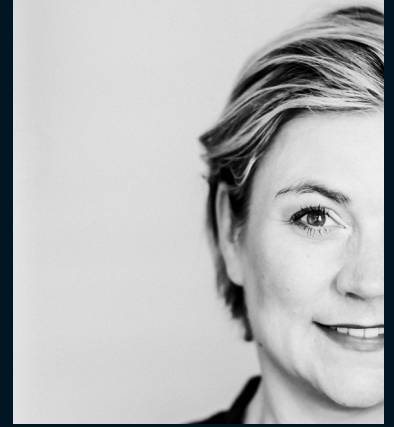


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## INGASCHWARTZ

Strategy & Brand

Adenauerplatz 3 · 41061 Mönchengladbach Germany · +49 170 52 58 528 · hei@ingaschwartzmarketing.com

**MBA · Marketing Consultant · Product Marketing Manager · On & Offline Marketing  
International Sales & Marketing · Marketing Management · B2B · Branding · Organization**

### PROFILE

Multicultural competence with fluency in three languages; strong management qualities including highly developed communication skills; target oriented, open-minded and engaged team player; large degree of self initiative, innovativeness and creativity; conceptual and analytical approach; 100 % repeatedly proven client satisfaction with recommendations available on request

### FOCUS AND EXPERTISE

International sales, marketing and management in multimedia, telecommunications, automotive and ITservices industries; branding; product marketing and management; comprehensive implementation of practical strategic and operational international marketing concepts from planning to result testing stage; independent budget and cost control; supervise marketing team and coordinate ad agency management; manage market introductions, trade fairs and major client events; optimize processes, review efficiency increases and develop guidelines; establish networks and manage domestic and international client relationships; market entry planning design and implementation

### PROFESSIONAL EXPERIENCE

06/11 – present

**Marketing Consultant**

**INGA SCHWARTZ MARKETING, Mönchengladbach, Germany**

Focus: Independent marketing strategy and branding consulting, development and design

- Responsible for marketing and employer branding projects; most recently providing recommendations to department store GALERIA Kaufhof GmbH and for Kyocera Document Solutions Europe B.V.

08/08 – 05/11

**Product Marketing Manager Accessories**

**NOKIA GmbH; Ratingen, Germany; direct report: Head of Packaging, Nokia Enhancement**

Focus: Develop and introduce packaging process for global business partners; 100 % proven global client satisfaction

- Supervised Nokia accessories packaging partners and ad agencies
- Developed new packaging processes and guidelines
- Responsible for budget and cost control

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## INGASCHWARTZ

### Strategy & Brand

01/06 – 07/08

**Product Marketing Manager**

**NOKIA GmbH; Düsseldorf, Germany; direct report: Head of Marketing, Nokia Automotive**

Focus: Hands free system installation Ford Europe; expand customer retention by developing and realizing successful product-marketing strategy

- Designed, planned and managed product marketing and sales promotional activities in close collaboration with clients
- Responsible for all product management
- Supported and trained sales channels in Marketing and Product Management divisions
- Supervised team of Marketing Assistants and ad agencies

08/05 – 01/06

**Category Marketing Manager Automotive Division**

**NOKIA GmbH; Düsseldorf, Germany; direct report: Sales Director, Nokia Automotive**

Focus: Obtain synergies and establish productive collaboration between various Nokia organizations when creating and activating entire Nokia Automotive business division

- Created, planned and designed entire marketing entry
- Composed new online entry
- Responsible for market introductions, trade fairs and major client events; budget, cost control and entire
- Hands Free System area at Nokia Automotive
- Supervised team of Marketing Assistants and ad agencies

08/04 – 03/05

**Marketing Assistant**

**NOKIA GmbH; Düsseldorf, Germany**

Focus: Project assignment for Persona Service AG; develop synergies with Nokia's global marketing team and collaborate successfully on marketing campaigns

- Planned and compiled marketing materials with agencies
- Responsible for coordinating and distributing promotional tools
- Planned and processed collaboration requests

## EDUCATION

09/10 – 08/12

Completed MBA, Niederrhein University; Mönchengladbach, Germany  
Thesis: Employer Branding for the Ideal Employee – Management Concepts for GALERIA Kaufhof Department Stores

09/96 – 06/00

Graduated with BA in Business Administration, BBA and HEAO-Diploma Commercial Economics, European Business Administration Program Mercuria Business School, Vantaa, Finland and Hogeschool Holland, Diemen, The Netherlands; integrated studies with double degree and 1-year internship  
Thesis: Retailer Selection Criteria in the Clothing Industry

**Languages**

Finnish native speaker, fluent English and German, advanced Swedish and Dutch

**IT**

MS Office, SAP R/3, Intershop Enfinity