



Curriculum Vitae Karin Linser

📍 Am Rehsprung 17, 53757 Sankt Augustin, Germany

☎ +49 (0)2241-336235

📠 +49 (0)170-7686628

✉ k.linser@linserconsulting.de

sex female | date of birth 18/06/1971 | nationally german | family married, 2 children

PROFILE

Versatile, dynamic and sustainability-focused business development-, sales- marketing- and research expert; communicative, assertive, while human-focused and purpose-driven, excellent written and oral communication skills (German and English).

Business professional with a long-time global player expertise in national and international strategic brand management, research, marketing, business development, sustainability strategy, product development, trade marketing, key account management, mergers & acquisitions, personnel management, change management in the areas of B2B (logistics, certification, sustainability, agriculture) and B2C (fragrances, cosmetics).

Experienced in “transitional projects”, analytical and strategic thinker and yet a diplomatic and real hands-on person with intercultural skills as well as an enthusiastic driver of a highly motivated team.

PROFESSIONAL CAREER

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|-----------------------------------|---|
| 10/2022–today | LinserConsulting
www.linserconsulting.de (under development) <ul style="list-style-type: none"> • Consulting services and interim management for sustainability initiatives, • Development of Go-to-Market Strategies and commercial growth strategies • Digital marketing campaigns, key account management in textile and cocoa |
| 02–07/2022 and
11/2016–02/2021 | Director Business Relations, FLOCERT GmbH, Bonn
(Certification body of Fairtrade International e. V.)
www.flocert.net <ul style="list-style-type: none"> • Full P&L accountability for all New Business activities at FLOCERT incl. Key Account Manage- ment for top priority customers (f.e. Lidl, Mondelēz, Mars) • Responsible for Go-to-Market Strategy, Research and Marketing & Comms • Launch of Fairtrades’ traceability platform “Fairtrace” • Leading a team of eleven employees, and a pool of freelance resources |
| 03/2021–02/2022 | Commercial Director, Fairtrade Foundation UK
(since 07/2021 additional responsibility for supply chain and programme management)
www.fairtrade.org.uk <ul style="list-style-type: none"> • Responsibility for the Foundations partners, revenue responsibility of approx. 10 M GBP • Leading conversations with existing key accounts on social, environmental, and economic im- pacts, programmes and expertise solutions (f.e. Mondelēz, Waitrose, Coca Cola) and potential new partners. New acquisition of Amazon, Primark and Superdrug. • Evaluation of short-term and mid-term future revenue potential incl. Fairtrade’s climate offer, and review of ATCB and FSI strategy, pipeline- and future plan building • Leading a team of twenty-two employees, since 07/2021 Forty-two employees |

- 11/2013–10/2015 **Director Business Development, FLOCERT GmbH, Bonn**
www.flocert.net
- Responsibility for Product Development, Marketing and Sales of Assurance Solutions and Services (f.e. SMETA, customized assurance, impact monitoring)
 - Build service and reporting for the “Mondelēz Cocoa Life Program” as its core assurance partner
 - Reinvention of the Corporate Strategy (launch of a new CI/CD, a new product portfolio)
 - Initiation of partnerships with other sustainability organizations (e.g. Sedex/SMETA)
 - Restructuring and leading a team of sixteen employees
- 08/2007–10/2013 **Associate Director, DHL Brand Strategy, Deutsche Post DHL, Bonn**
www.group.dhl.com
- International Brand-Management for DHL (incl. “Brand Hierarchy” (Markenarchitektur))
 - Rearrangement and implementation of the DHL brand positioning as well as translation of concept into the claim “Excellence. Simply Delivered”, and communicational guidelines
 - Global brand and customer satisfaction research studies
 - Development and optimization of tools for the measurement of results (internationally)
- 09/2004–06/2007 **Head of Luxury Toiletries Division, P&G Prestige & Professional, Cologne**
www.de.pg.com
- Profit & Loss accountability of approx. 80 Million Euro turnover, leading a team of fourteen employees. Leadership and restructuring of the business unit, and integration of the business into P&Gs structures and set-up
 - Project leader for the divestiture of “4711”, “Tosca”, “Sir Irish Moos” and the “Glockengasse” (4711 headquarters), offering memorandums, management presentations, Due Diligence processes as well as transition of the before mentioned brands to the new owner
- 01/1998–08/2004 **Muelhens GmbH & CoKG und Cosmopolitan Cosmetics, Cologne and London**
www.wella.com
- 08/2001–08/2004 **International Marketing Manager, Yardley, London (UK)**
- Integration and expansion of the acquired brand “Yardley London”
 - Launch of new sub-brands in the segments of bathing and body care
 - Development of POS-Concepts for the main markets
 - Build-up and lead a team of four (at the London branch)
- 01/2001–12/2003 **Member of the “Future Leader Program” of Wella AG**
- 07/2000–07/2001 **National Trade Marketing Manager**
 Development of Trade-Marketing strategies and concepts for top key accounts (“Mueller”, “Rossmann”, “Ihr Platz”)
- 07/1999–06/2000 **International Product Manager**
- 01/1998–06/1999 **Junior Product Manager (TOSCA/Bruno Banani)**

EDUCATION

- November 1997 University of Cologne, Degree MBA (final grade: 2.6)
- June 1990 High School Diploma (final grade: 2.0)

ADDITIONAL SKILLS

- Languages German: native, English: fluent, French and Spanish: basic
- Digital competence Power Point, Word, Excel, Salesforce, Digital Marketing, Social Media, SEO