

September 6, 2026

My Elevator Pitch

"To me, experience isn't about knowing how things have always been done. It's about recognising more quickly how we can respond better to the challenges ahead."



FINDING COMMON GROUND

"What are the most important marketing challenges you are facing right now – and where would you like to take your business over the next few years?"

That's where I'd like to start. Before I tell you what I can bring to the table, I'd first like to understand what you want to achieve and what really matters to your business.



PERSONALITY

I bring 30 years of experience in marketing and communications – but just as importantly, I've never lost my curiosity or enthusiasm for new challenges.

New technologies, digital marketing, new ways of working and, above all, new people interest me just as much today as they did at the beginning of my career.



ENTREPRENEURIAL EXPERIENCE

I understand marketing not only from a senior management perspective, but also from 20 years of running my own business.

That has taught me that a good idea alone is never enough. Marketing needs to be authentic to the business, relevant to its customers and, ultimately, deliver commercial results.



STRATEGY

One of my key strengths is analysing complex situations, identifying opportunities and turning creative ideas into clear, actionable strategies.

And I don't stop at strategy: I know how to communicate ideas clearly, engage people and turn concepts into action.



DIGITAL & TRANSFORMATION

Digital marketing has been part of my professional life for 20 years. I haven't simply watched it evolve – I've actively worked with and helped shape transformation.

More recently, I complemented this experience with two years of further professional development at IU, focusing on areas including online marketing, social selling and digital signage.



LEADERSHIP

I've also learnt that even the best strategy only succeeds with the right people.

I've worked with national and international teams, built new creative teams from the ground up and, most recently, managed the integration of two very different business environments.



OPEN TO WHAT'S NEXT

So, looking at the challenges you are currently facing, where do you see the strongest connection with my experience?

I'm not simply looking for my next job. I'm looking for the right people and the right environment where we can make a meaningful difference together. I'd very much welcome the opportunity to continue the conversation.