

Portfolio

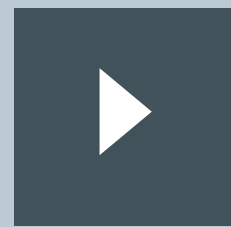
Christian Behr

Marketing & Sales
Business Development
Brand & Project Management

Consultant, Interim &
Project-Manager



Christian Behr



VIDEO INTRODUCTION



- Consultant, Interim-Manager & Project Manager
- Brand Management, Marketing, Sales, Business Development and Project Management
- 15 years experience as Brand, Marketing & Sales Director for SMEs, Blue Chip Companies, public broadcasters, and agencies
- IT-, Tech-, Medical-, Cosmetics-, Pharma-, Healthcare-, Media- and Music Industry
- Germany, Austria, Switzerland (DACH) and EU-Market
- German, English, and French

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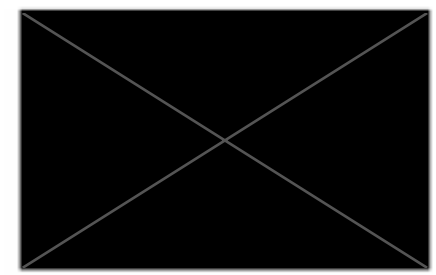
Alma

BR

Captain Morgan

Deutsche Post 

Giggster



Grolsch

innēov


est. 1994
riedaily


LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

L'ORÉAL
COSMÉTIQUE ACTIVE


Pilsner Urquell

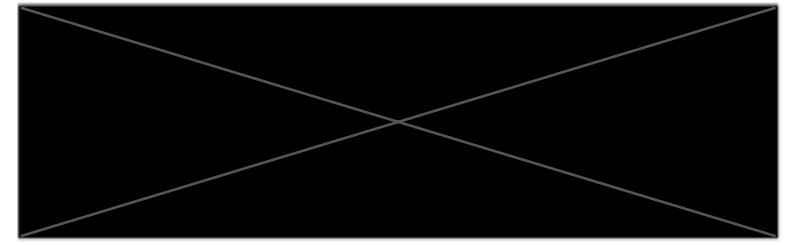
Panasonic

PROFIT LOUNGE


Red Bull

REVIDERM

SAMSUNG



 SKINCEUTICALS

 Sony/ATV
MUSIC PUBLISHING

tractionwise


UNIVERSAL
UNIVERSAL MUSIC GROUP


warner | music | group

WDR¹

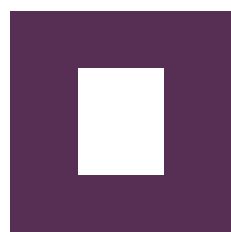


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Marketing | 1

CLIENT: INNÉOV / L'ORÉAL



innéov



Project

TV- and Online-Spotf or product launch

Creation of a new TV Spot for hair nutrition. I adapted the product and marketing to the local needs of the market and worked with several agencies and an Austrian voice-over. It was the best campaign in the Austrian brand history.

Keywords

#Commercial #TV #TVspot #voiceover #mediamix
#OnlineMarketing #marketingagency #CreativeMarketing
#CampaignMarketing #CampaignManagement #Mediabuying
#foodsupplement #pharma



Marketing

| 2

CLIENT: ALMA LASERS



Alma

mit Kosmetikinstitut
„Ästhetik am Alster-Canal“

ANGEBOT

- Filler & Botox
- Hautverjüngung aller Art inkl. Laser & PRP
- Dauerhafte Haarentfernung
- Body Contouring

ALMA SYSTEME

- Soprano Platinum
- Pixel CO₂

KANÄLE

PROFESSIONALITÄT

- Beauty Literatur
- Medizinische Literatur
- KOL
- Preispositionierung

PERSONLICHKEIT

Introversiert | Extroversiert

Logisch | Kreativ

Traditionell | Modern

Hierarchiefest | Technokratisch

Konservativ | Risikofreudig

Dr. Anna Segmüller

ÜBER MICH

- 44 Jahre alt, Heidelberg
- Dermatologin
- 14 Jahre Berufserfahrung in Dermatologie & Phlebologie
- Inhaberin der Privatpraxis „Dermatologie Segmüller“

ANGEBOT

- Klassische dermatologische Behandlungen
- Phlebologie & Allergologie
- Laserbehandlungen, Gefäß- & Hautveränderungen

ALMA SYSTEME

- IDAS

KANÄLE

PROFESSIONALITÄT

- Beauty Literatur
- Medizinische Literatur
- KOL
- Preispositionierung

PERSONLICHKEIT

Introversiert | Extroversiert

Logisch | Kreativ

Traditionell | Modern

Hierarchiefest | Technokratisch

Konservativ | Risikofreudig

Dr. Stefan Fabian

ÜBER MICH

- 46 Jahre alt, München
- Plastischer Chirurg
- 18 Jahre Erfahrung in der Plastischen & Ästhetischen Chirurgie
- Inhaber der Privatklinik „Fabian-Beauty München“

ANGEBOT

- Brust-, Po-, Fettabsaugung, etc.
- Intimschirurgie
- Laser-Hautverjüngung & FemLift
- Filler & Botox

ALMA SYSTEME

- Pixel CO₂ mit FemLift

KANÄLE

PROFESSIONALITÄT

- Beauty Literatur
- Medizinische Literatur
- KOL
- Preispositionierung

PERSONLICHKEIT

Introversiert | Extroversiert

Logisch | Kreativ

Traditionell | Modern

Hierarchiefest | Technokratisch

Konservativ | Risikofreudig

Natalia Stevanova

ÜBER MICH

- 25 Jahre alt, Bochum
- Staatlich geprüfte Kosmetikerin, gelernte Krankenschwester
- Inhaberin des Kosmetikstudios „Kleine Auszeit“

ANGEBOT

- Fruchtsäuren, Peelings
- Radiofrequenz & Ultraschall
- Gesichtsbehandlungen
- Lymphdrainage, Microneedling, Microdermabrasion

ALMA SYSTEME

- Accent Prime

KANÄLE

PROFESSIONALITÄT

- Beauty Literatur
- Medizinische Literatur
- KOL
- Preispositionierung

PERSONLICHKEIT

Introversiert | Extroversiert

Logisch | Kreativ

Traditionell | Modern

Hierarchiefest | Technokratisch

Konservativ | Risikofreudig

Natalia Stevanova

ÜBER MICH

- 25 Jahre alt, Bochum
- Staatlich geprüfte Kosmetikerin (Polen)
- Inhaberin des Kosmetikstudios „Natalia Beauty Bochum“

ANGEBOT

- Dauerhafte Haarentfernung
- Wimpernlifting
- Hydradermabrasion
- Permanent make-up
- Zahnbleaching
- Botox

ALMA SYSTEME

- Soprano Platinum
- DermaClear

KANÄLE

PROFESSIONALITÄT

- Beauty Literatur
- Medizinische Literatur
- KOL
- Preispositionierung

PERSONLICHKEIT

Introversiert | Extroversiert

Logisch | Kreativ

Traditionell | Modern

Hierarchiefest | Technokratisch

Konservativ | Risikofreudig

Esra Güneli

ÜBER MICH

- 30 Jahre alt, Frankfurt a.M.
- Gelernte Friseurin
- Inhaberin des Kosmetikstudios „Beauty by Esra“

ANGEBOT

- etwas 90% Dauerhafte Haarentfernung
- Microneedling (wenig)
- Wimpern & Augenbrauen
- Plasmapen

ALMA SYSTEME

- Soprano Titanium

KANÄLE

PROFESSIONALITÄT

- Beauty Literatur
- Medizinische Literatur
- KOL
- Preispositionierung

PERSONLICHKEIT

Introversiert | Extroversiert

Logisch | Kreativ

Traditionell | Modern

Hierarchiefest | Technokratisch

Konservativ | Risikofreudig

Project Persona & Customer Journey

Creation of 8 personas to represent different customer/client types, which helped the organization to better understand its audience. This project was critical to developing successful and sustainable customer relationships, outstanding marketing activities, optimizing customer service, creating customer success, and optimizing the whole sales cycle.

Keywords

#Persona #CustomerJourney #CustomerService #CustomerSuccess #SalesCycle #CustomerRelationshipManagement #MarketingStrategy #MarketingActivities #energybaseddevices #laser #investmentgoods #medical



Marketing | 3

CLIENT: REVIDERM



REVIDERM



Project Launch & Sell-In

Launch and sell-in of a brand-new product line for sensitive skin. Therefore, I analyzed the market and competitors, created a selling story, tone of voice, USPs/ selling arguments, and different marketing & sales materials, etc. “NeuroSensitive“ was the most successful product launch in the company’s history.

Keywords

#ProductLaunch #SellIn #USP
#MarketingStrategy #MarketingCampaign #CompetitorAnalysis
#SalesStrategy #SalesPitch #SalesStory
#Cosmetics #Beauty #Spas



Marketing | 4

CLIENT: ALMA LASERS



Alma

Alma Wave
40,68_{MHz}



Project

Product Rebranding “Alma Wave”

I rebranded of one product, to reengage the attention of it, revitalizing the brand and making the product more modern and relevant to the customer’s needs. Therefore, I worked with different international stakeholders, agencies, and my marketing team. Together we worked on positioning, slogan, USPs, campaigning, social media, Content Creation, tone of voice, etc.

Keywords

#ProductManagement #Rebranding #Retargeting
#MarketingStrategy #TargetGroup #SocialMedia
#CompetitorAnalysis #ContentCreation #USP
#energybaseddevices #radiofrequency #investmentgoods #medical

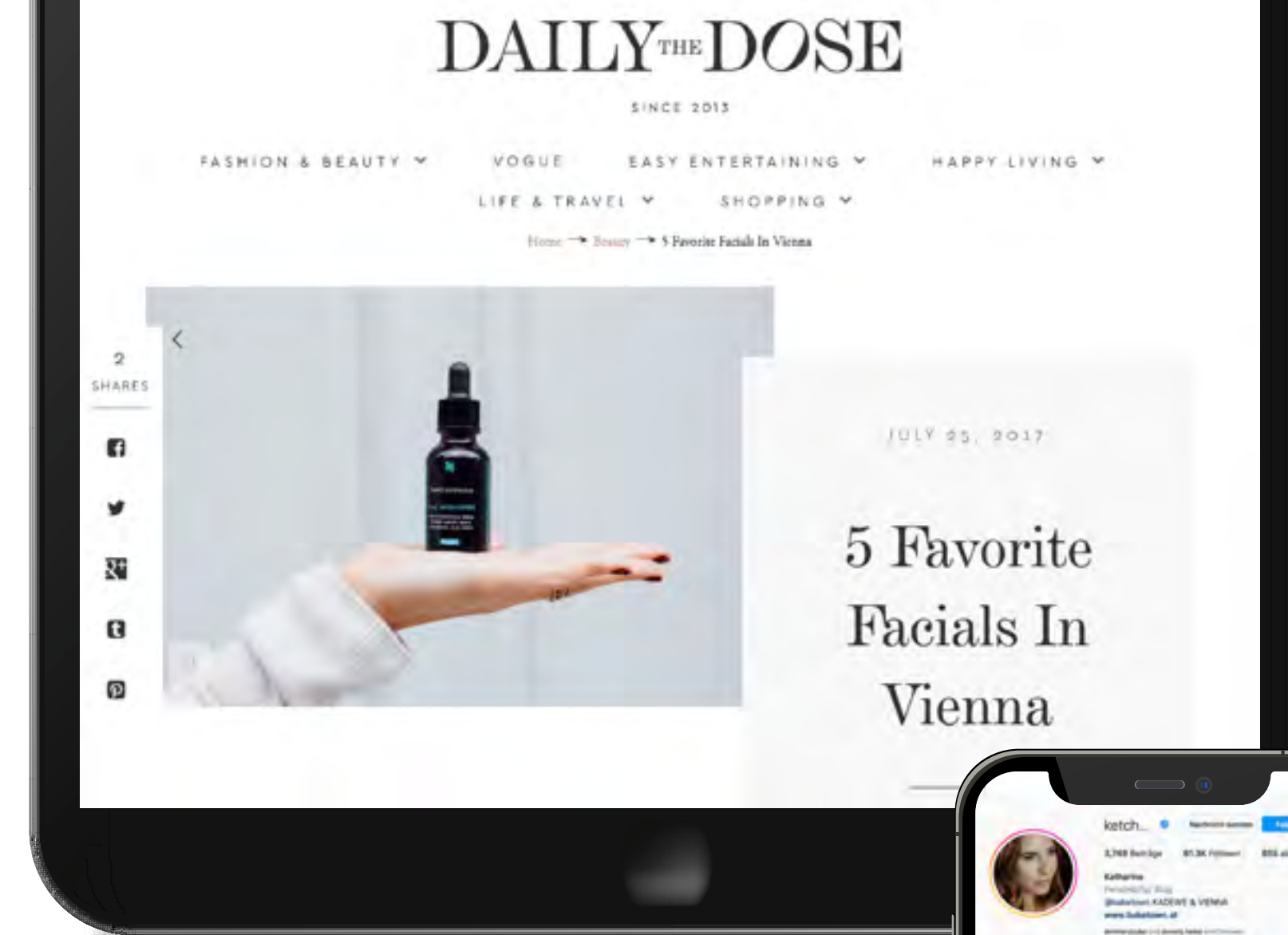


Marketing | 5

CLIENT: SKINCEUTICALS



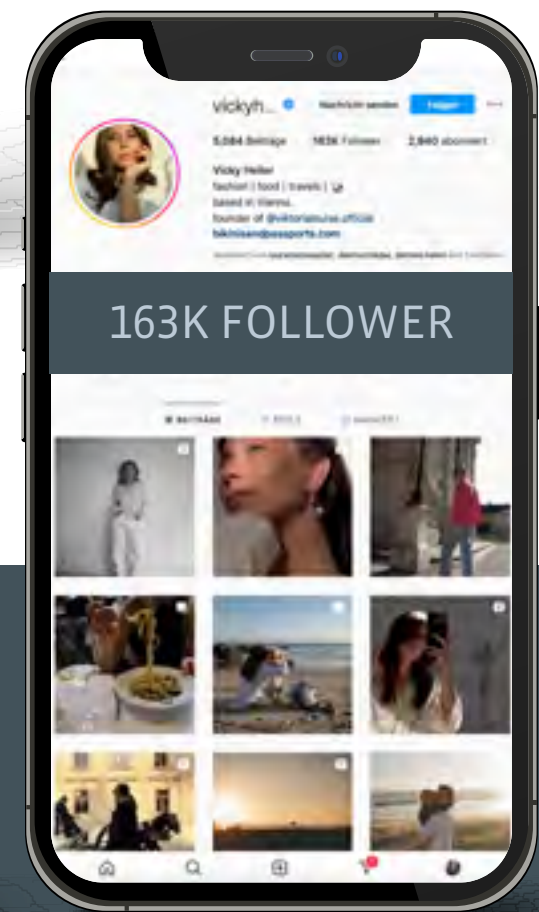
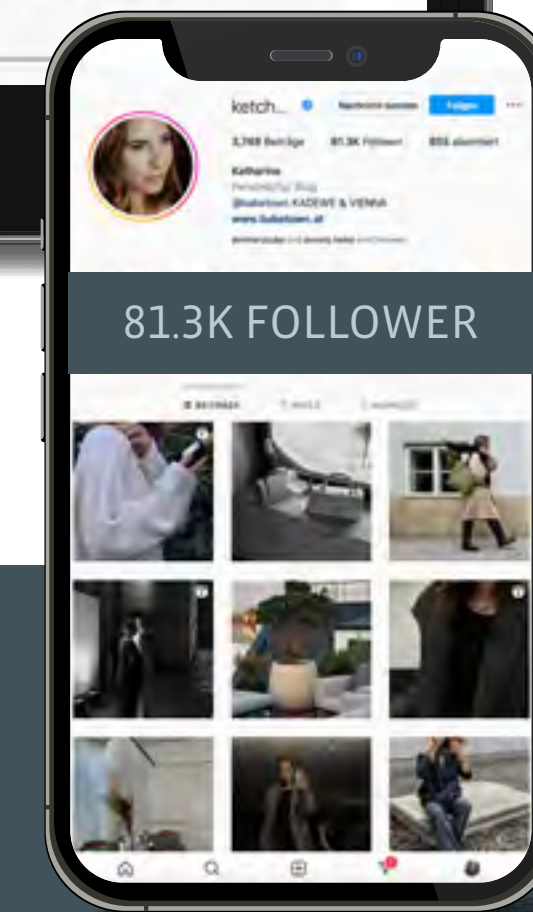
 SKINCEUTICALS




LOVE DAILY DOSE
ABOUT SKINCEUTICALS


LOVE DAILY DOSE

 kuzbari
ZENTRUM FÜR ÄSTHETISCHE MEDIZIN



Project Blogger Cooperation & brand awareness

Creation of two one-year cooperation with two Austrian **bloggers** and two **medical-aesthetic clinics** in Vienna to intensify the brand awareness of the clinics, the bloggers, and SkinCeuticals. The bloggers portrayed different medical aesthetic treatments in the clinics and their post-treatment with the pharmaceuticals.

Keywords

#Blogger #Cooperation
#socialmedia #Media
#ValueAddedServices #brandawareness
#medical #pharmaceuticals #medical #pharma

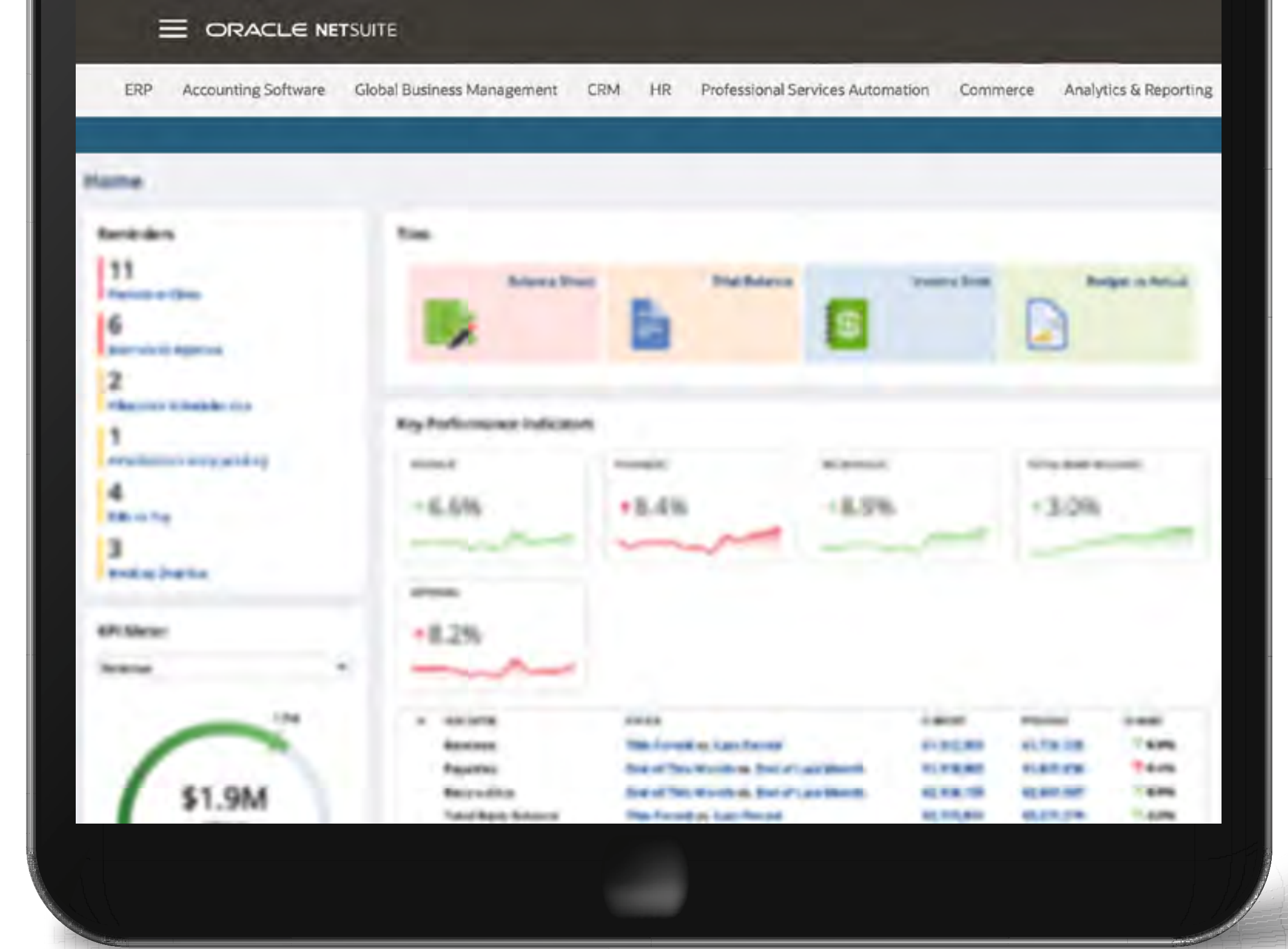


Sales | 1

CLIENT: ALMA LASERS



Alma



*Sample

Project Setup CRM / Launch Netsuite

I focused on digitalizing the complete sales process and launched **NetSuite (Oracle)** to gain control of the sales funnel, metrics, and results. The Launch included complex project management with all stakeholders (focus on marketing and sales) and training of the whole sales team.

Keywords

#SalesStrategy #SalesTeam #SalesCycle #SalesControlling
#CustomerService #CRM #CustomerRelationshipManagement
#Lead #LeadAutomation #SalesFunnel #ERP
#energybaseddevices #laser #investmentgoods #medical



Sales | 2

CLIENT: LA ROCHE POSAY / L'ORÉAL



LA ROCHE-POSAY

Project Digital iPad Sales Book

I created a very intuitive, playable sales book with 12 sales presentations, videos, case studies, and special offers to use on the iPad. This was used by 40 sales representatives to sellin and upsell L'Oréal products and services. It helped the Salesteam immensely to leverage the turnover, their appearance, and communication.



Keywords

#SalesStrategy #SalesTeam #SalesCycle
#SalesPresentation #SalesPitch
#Digitalization #CustomerExperience
#pharma #cosmetics #medical



Sales | 3

CLIENT: UVP



HUBSPOT



LEXOFFICE



PLACETEL



ZAPIER

Project Hubspot-Marketing-Automation

I set up the [HubSpot](#) Marketing Automation for this client and connected it to their [Lex Office](#) (Accounting) Software, their [PlaceTel](#) (VoIP-Tel) also using [Zapier](#), and created three marketing campaigns. The focus of the project was to set up a CRM operation, reengage the existing client base, and start cold-calling acquisition.

Keywords

#SalesStrategy #SalesCampaign
#HubSpot #PlaceTel #LexOffice #Zapier
#Digitalization #MarketingAutomation
#MechanicalEngineering



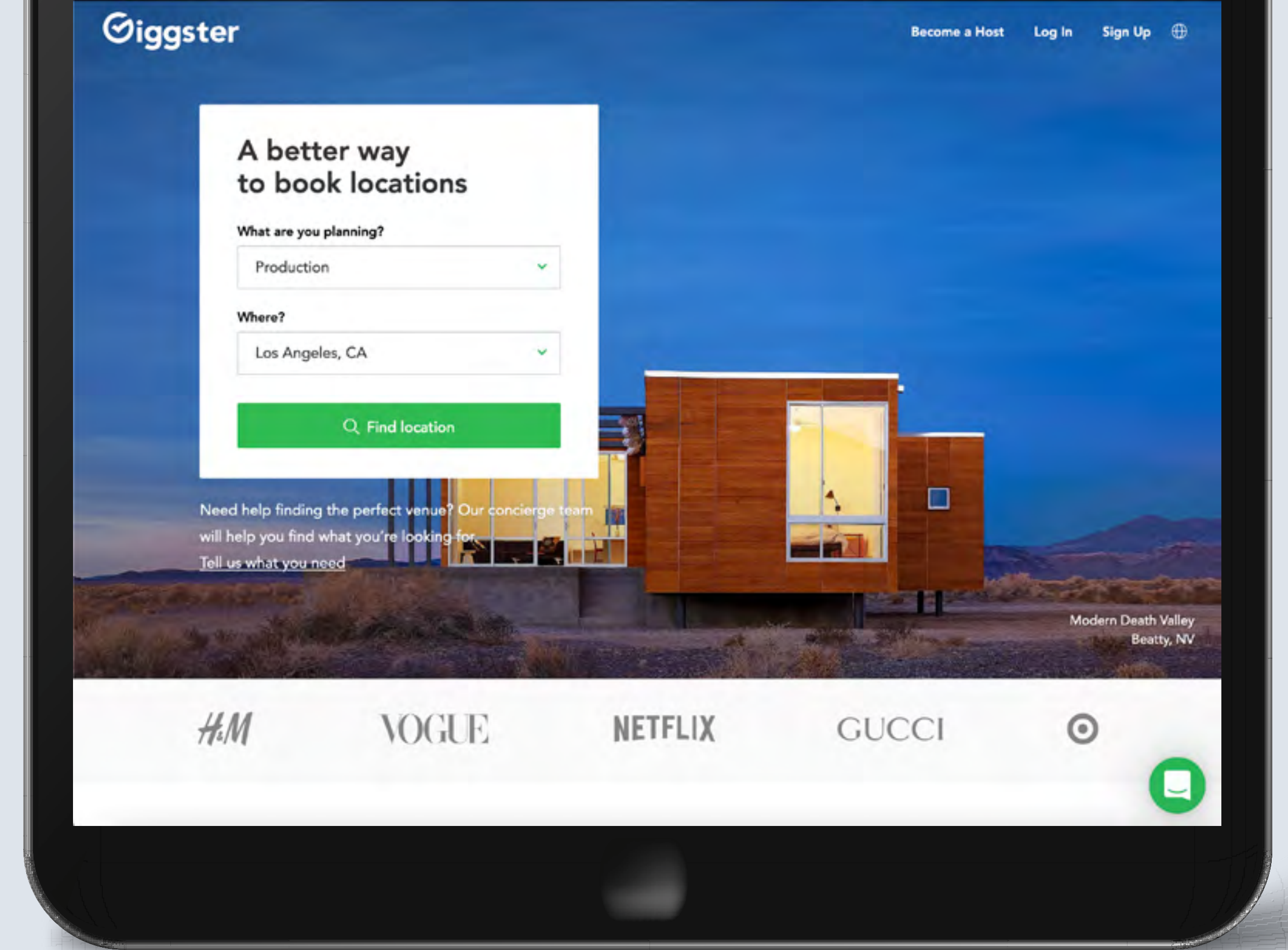
Business Development | 1

CLIENT: GIGGSTER



Project Launch of the german market

Giggster, the Airbnb for the film- & photo locations is going to Launch its Services in Germany. I consulted Giggster to find the right approach, the right tone of voice, scripts, etc.. I created different direct-marketing strategies to make the launch successful in the German Market.



Keywords

#Launch #ProductLaunch #LaunchStrategy
#GermanMarket #GoToMarket #BusinessDevelopment
#DirectMarketing #EmailMarketing #TeleMarketing
#HubSpot #TechMarket #disruptive



Business Development | 2

CLIENT: ALMA LASERS



Project Value-Added-Service

Trying to sell your products often does not help you to differentiate from your competitors. I created different valueadded services, f.e. b2c-marketing-support for your b2b-clients. This project had an impressive outcome – better lead generation, shorter sales cycles, upselling, higher ROI for the clients, and therefore very happy clients.



Keywords

#SalesStrategy #MarketingStrategy #BusinessDevelopment
 #ValueAddedService #CustomerSuccess #B2B #B2C
 #MarketingSupport #cooperation
 #energybaseddevices #laser #investmentgoods #medical



Business Development | 3

CLIENT: PROFIT LOUNGE



PROFIT LOUNGE

Project Product-Launch & Sales

I launched a digital management system for cosmetic studios, hair salons, and spas, which focuses on communication, POS system, calendar, Online-appointment-booking, accounting & merchandise management.



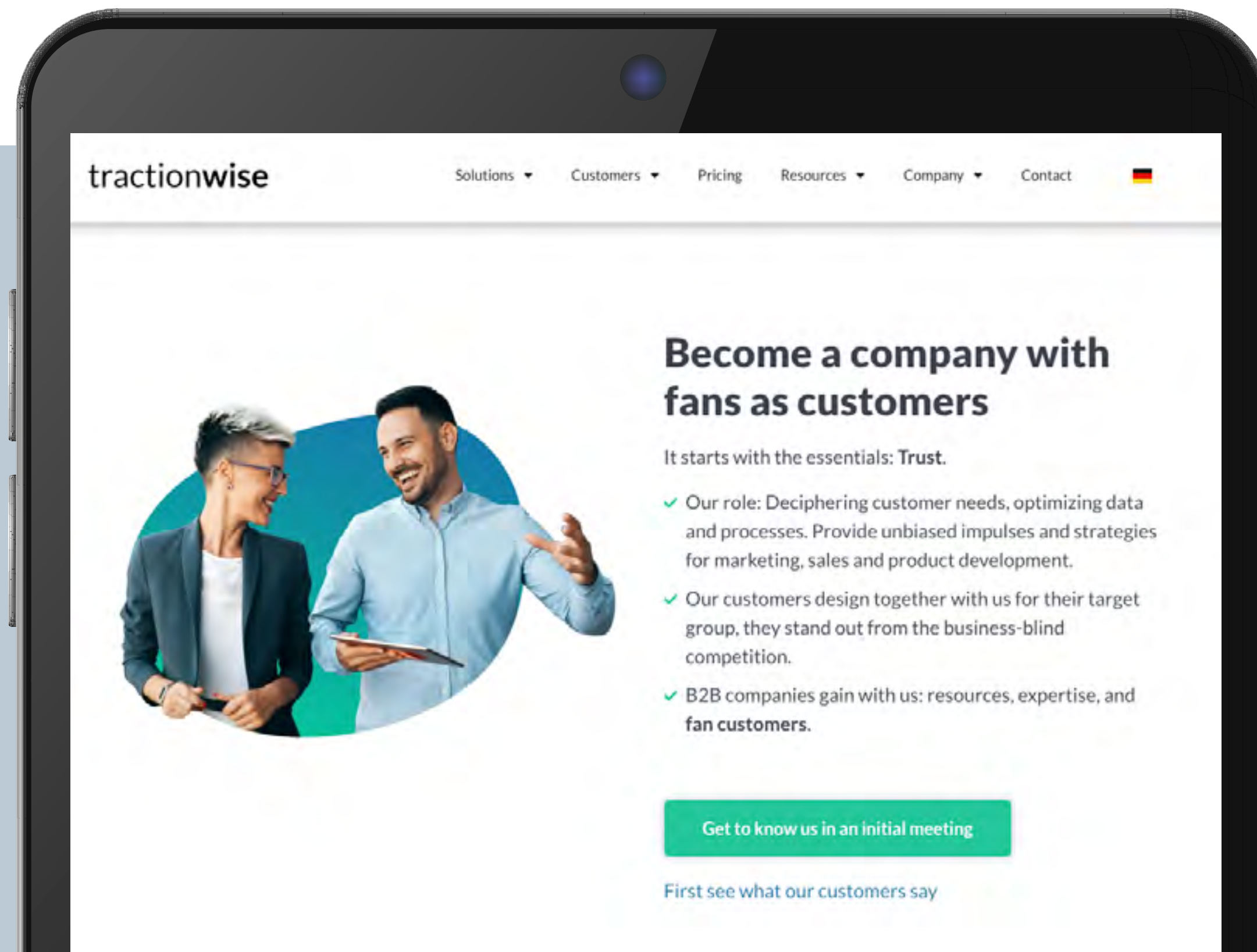
Keywords

#SalesStrategy #MarketingStrategy #BusinessDevelopment
#ProductLaunch #B2B #B2C
#DigitalManagementSystem #SalesPitch #SalesStory
#Cosmetics #Beauty #Spas



Projekt Management | 1

CLIENT: TRACTIONWISE



Project Senior Project Management Business Portfolio

I set up a strategic project management portfolio to improve the client portfolio and optimized the workflows within the CEOs and 20 freelancers. This included strategic consulting on their business model and project management within the whole company.



tractionwise

Keywords

#ProjectManagement #Consulting #Transformation
#CustomerDevelopment #BusinessDevelopment
#CRM #CustomerCentricity #Cybernetics
#DigitalMarketing #TechMarket #disruptive



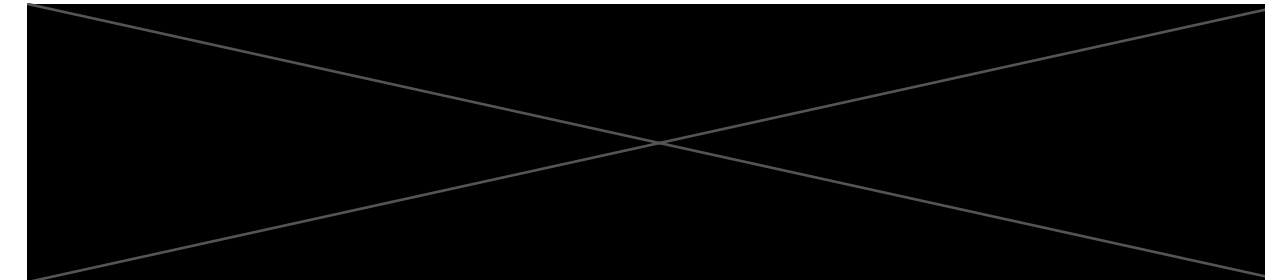
Projekt Management | 2

CLIENT: [REDACTED]



Project Project Management / Google Analytics to Piwik Pro Transition

[REDACTED] a digital platform for Digital Marketing Services, needed to switch from Google Analytics to Piwik Pro due to GDPR and data reasons. I managed this transformation project with a team of 15 experts and stakeholders over a period of 2 months.



Keywords

#ProjectManagement #Consulting #Transformation
#ClientPortfolio #BusinessDevelopment
#GA #GoogleAnalytics #PiwikPro
#DigitalMarketing #TechMarket #disruptive



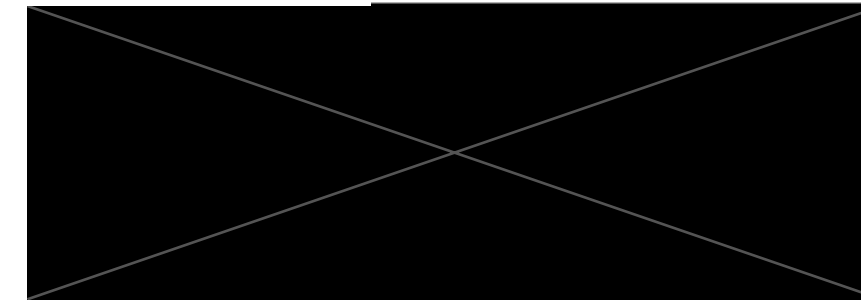
Projekt Management | 3

CLIENT: [REDACTED]



Project Project Management (SEO, SEA, CRO)

I project-managed the SEO, SEA, and CRO for this Digital-AI-HR Startup. [REDACTED] is providing an AI-based Whitelabel HR Solution for Recruiting and Competence Management. I worked with a team of 7 experts to optimize the webpage and lead process / CRO.



Keywords

#ProjectManagement #Consulting
#SEO #SEA #CRO #ContentMarketing
#DigitalMarketing #TechMarket #AI #HR #disruptive



Detail CV

COMPETENCE- & EXPERIENCE PROFILE

CONSULTING & INTERIM MANAGER-REMOTE GERMANY

01/2022 - today

Multiply short time projects:

Consulting:

- Launch Medical device in Germany
- Integration of a CRM System in an E-Commerce Shop
- Installation CRM-System in Sales Team
- Customer development program
- Go-To-Market of the US-Brand Giggster
- Digital Marketing Agency on Growth
- Video-Audio-Producer on Sales

Interim:

- Marketing & Sales Strategy for FinTech Launch
- Senior-Project Owner for HR-AI-company
- Senior-Project Owner for the Digital-Marketing company tractionwise



**SALES & MARKETING DIRECTOR
ALMA LASERS, NÜRNBERG
GERMANY**

Management of the sales & marketing team (14 employees) for energy based & cosmetic technologies (sales volume of approx. 10 million €)

06/2020
to 10/2021

- Change-Management
- Marketing & sales controlling, analysis, development of new sales channels
- Business development, acquisition and expansion of market share
- Planning and implementation of sales & marketing strategies and activities
- Lead-Management and integration of new customers
- Strategic and tactical customer care / key account management

**SALES DIRECTOR
REVIDERM AG, MUNICH
GERMANY**

Management of the sales team and key accounts (12 employees) for cosmetics, technologies, make-up, food supplement, and profit lounge (sales volume of approx. 17 million €)

02/2018
to 12/2019

- Planning and implementation of sales strategies and activities
- Sales controlling and analysis as well as business development of new sales channels
- Lead management, development, evaluation, acquisition, and integration of new customers
- Strategic and tactical account management and Key-Account-Management for key customers
- Establishment of a network for cooperation with key personalities and stakeholders
- Establishment & Integration E-Commerce Shop (15% turnover)



**BUSINESS MANAGER
L'ORÉAL, VIENNA
AUSTRIA**

Strategic and operative sales- and brand-management (2 employees) of the American medical brand SkinCeuticals (sales volume of more than € 1 million)

02/2015
to 12/2017

- Responsible for P&L, brand strategy and budget planning
- Implementation and monitoring of the distribution strategy
- Business development, acquisition and expansion of market share
- Sustainable development of the brand portfolio and images
- E-Commerce (10% turnover)

**PRODUCT MANAGER
L'ORÉAL, VIENNA
AUSTRIA**

Operational brand management and development (1 employee) of the brands La Roche Posay, SkinCeuticals and innéov

05/2013
to 12/2015

- Local brand strategy and budget planning in the Cosmétique Active division
- Development, planning and implementation of 360-degree POS activities
- Development of marketing activities, media plans and implementation of holistic
- Media campaigns in traditional and digital channels
- Coordination and controlling of media, creative and digital agencies
- Strategic market and competitor analyses, with derivation of recommended actions for the management



**CONSULTANT
MIRADOR/ TARCUS, COLOGNE
GERMANY**

Social media, mobile, digital, event consulting, concept development and implementation for brands (WDR, BR, Pilsner Urquell, Flandern Touristik, Grolsch)

03/2010
to 03/2013

- Concept and strategy development for ATL and BTL projects
- Concept development of advertising projects and events
- Conception, implementation and documentation of online trainings and workshops
- Development and maintenance of various websites and E-Commerce
- Process planning in visio

**CEO
RAKEDE GBR, COLOGNE
GERMANY**

Development, brand-management, marketing and support of various music projects (Rakede, Silvio Confetti, Schwarzer Peter) as well as collaborations with artists (Samy Deluxe, MoTriP, Jomo)

06/2006
to 05/2011

- Product and brand management, marketing and media planning
- Video and music productions
- Tour and event management
- Merchandising & cooperations
- Licensing law and marketing (publishing, record companies)
- Cooperation with Universal Music, Warner Music, Sony/ATV, Redbull Music, Undercover Music, and Irie Daily.



Detail CV

UNIVERSITY / ABROAD

08/2006-06/2009

**University
of Applied Sciences
Cologne**

Media Management
Diploma (Master)

09/2002-02/2006

**University
of Bayreuth
Bayreuth**

Business &
Economics

08/2001-07/2002

**Scouts
de France
Paris (F)**

Community Service
Volunteer

06/1993 - 07/2001

**Secondary School
Otto-Kühne-Schule
Bonn**

High School
Diploma

05/1998 - 06/1999

**Roseau
High School
Minnesota (USA)**

High School
Diploma

Certificates – Trainings – Awards

01/2022

Scrum Master PSM1
(srum.org)

ongoing

Coaching of Personal
Development

05/2016

Scotwork I&II
Negotiation

08/2014

Public Speaking

06/2010

Volkswagen Soundfoundation
Newcomer Music Award

12/2021

Digital Business
Innovator

03/2022

E-Commerce &
Dropshipping

03/2016

Creative
Development

07/2014

Consumer Connect
Generated Insights

08/2008

Universal Music-Nation Germany
Newcomer Music Award

10/2020

Medical Device
Consultant

04/2017

Tandem Coaching

07/2015

Feedback Skills

08/2013

PowerPoint
Advanced

05/2007

First Move Award
Cross-Media-Marketing
Award for „Rewe@home”

04/2017

Laser Safety officer

07/2016

Structogram /
Genetic code of
personality

04/2015

Boost your Efficiency

07/2013

MS Excel Advanced



Tool stack

Projekt Management

- Wrike ●●●○○
- Monday.com ●●●○○
- Asana ●●○○○
- Trello ●●●○○
- Jira, Confluence ●●●●○
- Miro ●●●●●

Marketing

- Netigate ●●●●●
- eTermine ●●●○○
- survey monkey ●●●●○
- Google MyBusiness ●●●●○

Business

- MS Office / Access ●●●●●
- MS Sharepoint ●●●○○
- MS Navision ●●●○○
- SAP ●●●●○

Sales

- Salesforce ●●●●○
- Hubspot ●●●●○
- Netsuite ●●●●○

Website

- Google Analytics ●●●○○
- PiwikPro ●●○○○
- SEMrush ●●●○○
- Hubspot ●●●●○
- funnel.io ●●●●○
- Hotjar ●●●●○

Social Media

- Hootsuite ●●●○○
- Planoly ●●●●○

E-Mail-Marketing

- HubSpot ●●●●○
- CleverReach ●●●●○
- Mailchimp ●●●●○

Creative

- Logic Pro X ●●●●●
- Final Cut ●●●●○
- DaVinci Resolve ●●●●○
- Adobe Premiere ●●●●○
- Adobe Photoshop ●●●○○
- Adobe Illustrator ●●○○○

Communication

- calendly ●●●●○
- MS Teams ●●●●○
- Zoom ●●●●●
- Google Meet ●●●●○
- Slack ●●●●●
- Whatsapp (Business) ●●●○○







Christian Behr

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