

Communication & Innovation Expert *plus* Artist Lover

Maren Sturny

Maren is a **German & French** citizen, living in Munich, who studied Business Economics with focus on Marketing in Germany & France. She started her career at **Unilever** in the regional innovation centre for Dove and went through several innovation, brand management and later on also communication positions within Unilever in Hamburg and Brussels for 9 years. Leading international innovation projects was part of her job. Then she worked for **Dräger** Medical Technology in the company's headquarter in Lübeck as project manager "Marketing Communications", leading global brand projects for 5 years, organising events & shows for global exhibitions, reporting directly to the Dräger CMO.

In 2016, she founded "Ma.Co.Ev.-Support" and from then on Maren has worked as a **Consultant** for Marketing (Brand Management & Innovation), Communication and Event projects. Her expertise helps entrepreneurs and companies to focus on their core competencies while Maren brings in the Marketing, Communication and Event expertise.

She regularly supports international Consultants thanks to **her deep German market expertise**, her excellent knowledge & experience in the field of FMCG brand management, consumer insight & concept work and her strong communication skills. Maren is fascinated by **consumer insight work** and getting the right grip on how to communicate best and sharpest (USP) for elected target group(s).

CLASSIC CORE SKILLS:

- **24 years of experience in the broad field of Brand (Innovation) Management, Marketing and Communication**
- **Developing (partly from scratch) and sharpening (future) brand positionings & brand communications as project leader or team member.**

