

# Communication & Innovation Expert *plus* Artist Lover

*Maren Sturny*

Maren also **constantly supports 2 German Artists** with regards to booking, communication, tour management & backstage support plus since 2022 she is one of the **official tour managers of the band REDNEX**.

**Marens big passionate love belongs to artists.** She loves to take care of them and let them sparkle by taking work & organisational "stuff" from their shoulders, just knowing, often by gut feeling, what they really need, in order to enhance their creative freedom and free their capacity for inspirational moments. Being backstage @ gigs & shows, spinning around to get the necessary done in her warmhearted but still highly ambitious and disciplined manner, is just so very much her cup of tea, she never gets enough. She calls this part of her job her calling.

Since **the type 1 diabetes** (T1D) diagnosis of her daughter in 2019, Maren is highly engaged and committed in the field of T1D in Germany, as a **patient advocate** for the organisation #DeDoc also internationally. She **wrote a book** on T1D in the daily family life which is named "Rock around the Clock mit Diabetes Typ 1" and was published in 2022. She also works as a **speaker, blogger and podcaster**.

## *In a nutshell:*

- Innovation, Brand Management & Communication Expert with extensive consumer insight experience in FMCG and project leader skills, based on:
  - International, local and headquarter Marketing, Brand Management, Event Management and Marketing Communications positions
  - Expertise in FMCG Brand (Innovation) Management, Corporate Branding & Communication topics
  - Deep knowledge of the German Consumer Market / German Consumer Behaviour / German Mindset
  - International, cross-functional and intercultural Project Management & Project Leadership experience and skills
  - "Digital Company Footprint"-projects
- Broad experience across categories : B2C (FMCG Food & Non Food), B2B, Corporate, Medical)
- Experience in Artist Management & Backstage Show Support
- Working as Patient Advocate for #DeDoc in the field of Type 1 Diabetes (scope families)
- Author ("Rock around the Clock mit Diabetes Typ 1"), Speaker, Podcaster, Columnist, Free Author & Blogger in the field of T1D.

