

CV



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PERSONAL PROFILE

- Agile leader with proven track record in strategic and operational management, hands-on mentality, dedication and commitment to excellence.
 - Over 15 years of successful experience in client engagement and managing multiple accounts simultaneously across the FMCG, Pharmaceuticals, Consumer Electronics, Food & Beverage sectors, with a strong ability to identify opportunities and risks in fast-paced environments.
 - Strong interpersonal skills, team development and fostering a collaborative work environment with a demonstrated history of leading teams of up to 25 direct reports, including matrix teams.
 - Entrepreneurial mindset with a strong client and service orientation, coupled with a sharp acumen for business development and negotiation.
 - Driven to foster business growth through strategic client partnerships and committed to optimizing processes for enhanced profitability.
 - Enthusiastic about contributing to thought leadership through impactful communication, market presence and insight-driven engagement.
 - Fluent in German and English; passionate about global teamwork and continuous learning.
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WORK EXPERIENCE

Executive Master in AI Business Transformation (Training)

Since 05/2025

Comcave.College®

Career break / Sabbatical

Since 04/2024

- Pursued personal growth and expanded professional horizons through travel in South Africa and California.

Indicia Worldwide Deutschland GmbH

07/2022 - 03/2024

Business Director EMEA (Hamburg)

Client: Unilever

- Strategic and operational management of key accounts in DACH, BENL & IT. P&L responsibility and development of new, long-term client relationships to drive business growth.
- Serving as a trusted advisor to clients while leading a team of 15 FTEs across Europe.
- Relevant experience in the organisation, concept development, planning and implementation of trade fairs, events and marketing activities (classic, virtual and hybrid formats).
- Developing, implementing and optimising processes with the aim of making smooth workflows efficient and profitable to increase the company's profitability.
- Proactively identifying new market opportunities, client needs and risks, including rolling forecast with sales projections, operational KPIs and resource plans.

- Collaborating closely with clients and internal teams to ensure efficient management and set-up for the client.
- Company presentation to potential new customers in Europe.

HH Global Deutschland GmbH

03/2018 - 06/2022

Account Director / Client VAP Lead International (Hamburg)

Client: Beam Suntory - 09/2020 - 06/2022

- Leading and executing complex customized marketing activities (e.g. global buy windows) on an international level with direct responsibility for a team of 5 FTEs in Europe and South Africa.
- Building and maintaining long-term relationships with marketing and procurement teams to maximize revenue opportunities whilst ensuring superior service and transparency standards.
- Ensuring all deliverables and tasks are completed in accordance with defined best practices and HHG sales and marketing requirements.
- Responsible for continuous process and efficient workflow optimization, developing quality assurance and improvement measures to increase the overall efficiency and performance of the business.

Regional Account Director EMEA Exhibitions & Events (Hamburg)

Client: Mondelēz - 03/2018 - 08/2020

- Management and realization of trade fairs, B2C events and individual, operational marketing measures in EMEA including P&L responsibility up to €2M and team management of 12 FTEs in Europe.
- Serving as the liaison between clients, creative, production and digital teams and suppliers to ensure all contractual terms and service level agreements are fulfilled.
- Establishing and maintaining successful customer partnerships with business managers and decision-makers in order to recognize opportunities at an early stage and thus sustainably increase growth.
- Implementation and optimization of processes and workflows for upcoming global roll-outs and strategic development initiatives.

Communis Deutschland GmbH

02/2012 - 02/2018

Client Relationship Manager (Hamburg) - 01/2016 - 02/2018

- Primary contact for blue-chip clients across DACH, Nordics and CEE regions in industries such as FMCG, Consumer Electronics, Pharmaceuticals and Food.
- Maintaining and strengthening strategic partnerships with external stakeholders, including influencers and decision-makers and industry leaders.
- Leading a European team of 8 FTEs, managing task prioritization, resource allocation and ensuring visibility across client engagements.
- Acting as a central point of escalation for client issues, resolving challenges promptly and effectively.
- Leading global projects in close collaboration with the business development team, driving the identification and execution of growth opportunities.

Country Team Leader DACH (Frankfurt)

Client: Procter & Gamble - 07/2012 - 12/2015

- Driving the successful development and establishment of Communis in the DACH region through strategic, target-driven management.
- Owning full P&L responsibility up to €5M across key business areas for the client P&G including trade fairs and events, artwork/media, print, sampling and couponing.
- Leading a team up to 25 FTEs, fostering collaboration and ensuring operational excellence.

- Building and expanding sustainable client relationships by identifying and engaging key decision-makers, stakeholders and influencers to strengthen partnerships and unlock business potential.
- Driving steady and solid growth by leveraging existing opportunities for business expansion, identifying cost-saving opportunities and introducing best practices and continuous improvement measures to enhance service quality and client satisfaction.
- Acting as the escalation point for client concerns and resolved ad-hoc queries efficiently.
- Managing global projects in collaboration with the business development team, also for other Fortune-500 clients, driving the identification and execution of growth opportunities.

In-Store Service Specialist DACH (Frankfurt)

Client: Procter & Gamble - 02/2012 - 12/2013

- Organizing and executing 25 in-house trade fairs annually for flagship P&G brands, including Braun, Oral-B and Duracell.
- Coordinating the planning and implementation of around 200 B2C marketing initiatives per year, ensuring alignment with brand objectives.
- Designing and developing campaigns tailored to specific target audiences, enhancing customer engagement and brand loyalty.
- Manage the operations of the client service center, ensuring high levels of efficiency and satisfaction.

Sabbatical, traveling through Asia

11/2011 - 01/2012

Freelancer / Self-employed

04/2010 - 01/2012

Project Manager Marketing, Exhibitions & Events / Consultant (Cologne)

- Planning and organization of successful test drive events for Chevrolet dealerships across Germany, ensuring seamless execution and exceeding customer satisfaction targets.
- Developing and establishing the Blackfoot Beach brand as a premier outdoor and event destination in Cologne, driving visibility and market presence. Planning and organizing pre- and post-event activities; supporting in the development of the e-commerce shop.
- Leading the planning, organization and implementation of the nationwide educational campaign 'Inclusion' for Aktion Mensch e.V. (NGO) in Bonn, including full budget responsibility and coordination of associated national forums.

forum gelb GmbH / Deutsche Post DHL

07/2002 - 03/2010

Marketing & Event Manager (Bonn)

- Conceptualizing, planning and executing high-profile national and international B2B events for top-tier clients, including the annual CEO conference and exclusive events for board members.
- Managing a team of 10 FTEs within the customer service center, ensuring efficient operations and client satisfaction.
- Overseeing budget planning up to €1M, forecasting and controlling, ensuring financial stability and achieving KPI's.

Further stations

11/1989 - 06/2002

International Project Manager / Consultant with a focus on marketing, communication, trade fairs and events, gained extensive experience in both renowned companies and leading agencies.

EDUCATION & EXPERIENCE ABROAD

06/1990 - 08/1990	Sabbatical, traveling through Upstate New York / USA
1988 - 1989	Awarded a scholarship for a one-year academic stay in the USA from the Carl-Duisburg-Gesellschaft e.V., the German Bundestag and the American Congress
1986 - 1988	Training ‚Industriekauffrau‘ / Studentenwerk, Clausthal-Zellerfeld
1974 - 1986	Primary and secondary school / Wilster and Osterode Vocational school for business and administration / Realschulabschluss II, Osterode

SKILLS & ACTIVITIES

Languages	German (Native) English (Fluent, Level C1)
Technical Experiences	Proficient in MS Office, iWork and Google Workspace Experienced with project and collaboration tools such as Trello and Salesforce Skilled in AI and content tools including ChatGPT, Gemini, Gamma and Canva
Activities / Interests	Kayaking (Alster-Kayak-Club Hamburg), diving (AOWD), photography, skiing, reading and listening to Podcasts. Passionate about traveling, exploring new cultures and meeting people from diverse backgrounds. Enthusiast of new technologies and AI. Active engagement in the Hamburg networking community, participating in events like Open Space Hamburg, Walk & Talk Hamburg and 12MIN.ME, while also organizing my own regular leisure networking events (ElbVibes).