

INGO BARZ

Marketing Executive | AI Transformation & Automation | Digital Transformation

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PROFILE

Marketing Executive with more than 20 years of international experience in brand strategy, go-to-market and leading marketing organizations - complemented by current expertise in AI, automation and digital transformation. Combines strategic marketing and leadership experience with expertise in Generative AI, AI Agents, Workflow Automation and Business Intelligence. The focus is on the practical application of AI: how marketing, sales and business processes can be made smarter, workflows automated and decisions supported by data. Proven leader with strong execution capability, stakeholder credibility, and responsibility for teams, budgets and European markets.

Executive Highlights

- Overall strategic responsibility for marketing at European level
- Introduction of AI and further development of digital and data-driven ways of working
- Building and developing international marketing organizations
- Initiation and implementation of a European CRM instance (Salesforce)
- Development and implementation of European brand and go-to-market strategies
- Leadership of interdisciplinary teams and management of international agency and partner structures

PROFESSIONAL EXPERIENCE

Head of Marketing Europe

JA Solar GmbH | Munich, Germany | 01/2023-12/2025

- Overall responsibility for the strategic direction and further development of the marketing organization at European level.
- Positioning and strengthening the brand in several European core and growth markets, with a measurable increase in brand awareness.
- Development and implementation of European brand and go-to-market strategies to support market positioning in Europe.
- Responsibility for marketing budgets of more than EUR 6 million.
- Leadership of an interdisciplinary marketing team and management of international agency and partner structures.
- Initiation and implementation of a European CRM instance (Salesforce).
- Close collaboration with sales, product management, senior management and international corporate stakeholders.

Head of Marketing DACH

Deutsche Leibrenten Grundbesitz AG | Frankfurt, Germany | 07/2020-09/2022

- Building and establishing the marketing organization as a central part of the corporate and growth strategy.
- Sharpening brand positioning and sustainably increasing brand awareness in the DACH market.
- Development of integrated communications and campaign strategies (online, offline, PR).
- Responsibility for media planning, lead generation and a marketing budget of more than EUR 6 million.
- Leadership of internal project teams and external agencies.

Senior Project Manager Digital Marketing

Teva / Ratiopharm | Ulm, Germany | 06/2019-06/2020

- Management of strategically relevant digital and marketing projects in a regulated healthcare environment.
- Responsibility for cross-channel digital initiatives with sustained KPI outperformance.
- Coordination of internal teams and external agencies.
- Responsibility for budget, timing and quality across complex digital projects.

Specialist Marketing Campaigns (Senior Project Manager Brand)

Standard Life Versicherungen | Frankfurt, Germany | 04/2013-03/2019

- Responsibility for the strategic planning and implementation of national marketing and brand campaigns.
- Development and implementation of long-term communications and brand strategies.
- Management of complex ATL, BTL and digital campaigns.
- Budget responsibility in the multi-million-euro range.
- Leadership and development of interdisciplinary project teams.

EARLIER CAREER (SELECTED)

Independent Copywriter / Concept Developer / Strategic Advisor | Frankfurt + Berlin, Germany / Seville + Madrid, Spain

Senior Copywriter - Saatchi & Saatchi | Frankfurt, Germany

Copywriter - TBWA | Frankfurt, Germany

Junior Copywriter - Publicis | Frankfurt, Germany

EDUCATION

Diploma in Communication Management | Berlin University of the Arts | 2012

EXECUTIVE DEVELOPMENT

Executive Program AI & Digital Transformation | 2026

- AI Strategy, Generative AI, AI Agents & Workflow Automation
- Digital Transformation, Change Management & Process Management
- Digital Sales, Business Intelligence & Data-Driven Decision-Making

EXECUTIVE COMPETENCIES

Strategic Marketing; AI & Automation Strategy (Generative AI, AI Agents); Digital Transformation; Go-to-Market Strategies; Business Intelligence & Data-Driven Decision-Making; Leadership & Development of International Teams; Brand Strategy & Positioning; Change & Process Management; Stakeholder Management; Growth Communications; Integrated Communications; Campaign & Portfolio Management; Budget & Media Management.

SOFTWARE

MS Office Suite; MS Project; Salesforce; Adobe Photoshop / InDesign; Google Analytics; Typo3; SPSS; AI Prompting & Marketing Automation; Microsoft Power BI (certified); Power Automate / Zapier / Make; ChatGPT / Claude / Copilot & CustomGPT.

LANGUAGES

German - Native | English - Bilingual | Spanish - Bilingual