

INGO BARZ

Digital Transformation Executive | Marketing, Business Transformation & Growth

+49 173 53 60 94 0 | ingo.barz@gmx.de | linkedin.com/in/ingobarz | Frankfurt, Germany

PROFILE

Digital Transformation Executive with more than 20 years of international experience in marketing, brand strategy, and the development of organizations, processes and business models. Combines strategic marketing and go-to-market expertise with current expertise in digital transformation, change and process management, and business intelligence. The central question is how change can not only be designed but implemented effectively in organizations - from digital ways of working and CRM to data-driven decision-making. Proven leader with strong execution capability, stakeholder credibility, and responsibility for teams, budgets and European markets; current expertise in AI and automation extends this transformation approach in a focused way.

Executive Highlights

- Overall strategic responsibility for marketing at European level
- 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
- Introduction of AI and further development of digital and data-driven ways of working
- 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

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

EXECUTIVE COMPETENCIES

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