

INGO BARZ

Executive Bio

Marketing Leadership | Brand & Growth | Digital Transformation | AI & Automation

Ingo Barz has spent his career turning ideas, brands and strategies into things that work in the real world.

Over more than 20 years in marketing, brand leadership and communications, he has developed a simple view of strategy: it only matters when it changes something in practice — in markets, organizations and teams.

His professional path reflects that belief. It began in advertising and strategic communication and gradually moved towards broader responsibility for brands, marketing organizations, international markets, teams and budgets. More recently, digital transformation, artificial intelligence and automation have become an additional part of that perspective.

What has remained consistent throughout is the way he approaches the job: understand the problem, create a clear direction and make sure the organization can actually execute it.

From Communication to Marketing Leadership

Ingo Barz learned communication from the ground up.

His early career in advertising included copywriting, concept development and strategic work at agencies such as Publicis, TBWA and Saatchi & Saatchi. That experience shaped his understanding of brands long before he moved into corporate marketing leadership.

For him, a brand has never been primarily about appearance. It has to represent something people can understand, differentiate and believe in. Communication can strengthen that position, but it cannot compensate for a lack of clarity behind it.

As his career developed, the focus broadened from creating communication to shaping the strategies and structures that make communication effective.

At Standard Life Versicherungen, he was responsible for national marketing and brand campaigns, long-term communications and brand strategies, and complex ATL, BTL and digital initiatives. The role combined strategic planning with implementation, multi-million-euro budget responsibility and the leadership of interdisciplinary project teams.

His subsequent role at Teva / Ratiopharm moved further into digital marketing. Working in a regulated healthcare environment, he managed strategically relevant digital and marketing projects and cross-channel initiatives that achieved sustained KPI outperformance. The experience reinforced something that would become increasingly important in his later work: data and technology are useful when they improve decisions and execution, not simply because they are available.

Building Marketing That Works Across the Business

The move into Head of Marketing roles changed the scale of responsibility.

At Deutsche Leibrenten Grundbesitz AG, Ingo Barz was tasked not simply with running marketing activities, but with building and establishing the marketing organization as part of the company's growth strategy.

That meant connecting brand positioning, integrated communications, lead generation, media planning and budget responsibility into a coherent marketing function.

The importance of this experience went beyond individual campaigns. It strengthened his conviction that marketing is most effective when it is understood as part of the business rather than as a communications service at the end of a process.

From 2023 to 2025, this responsibility expanded to European level at JA SOLAR.

As Head of Marketing Europe, he was responsible for the strategic direction and development of the European marketing organization. The role combined brand positioning, European go-to-market strategy, organizational development, team leadership and budget responsibility across multiple markets.

It was also a stage in his career where several previously separate themes increasingly came together.

Marketing strategy had to work across different markets. Brand positioning had to remain coherent while allowing for local realities. Sales, product management, management and international corporate stakeholders had to be aligned. Teams, agencies and external partners had to turn that direction into execution.

His job was to make those different parts work together.

That same thinking informed the implementation of a European Salesforce CRM instance. The project mattered not simply because it introduced another platform, but because it connected marketing more closely with sales, data and day-to-day processes.

At that point, the connection between marketing leadership and transformation became increasingly clear.

Transformation as a Practical Question

Ingo Barz does not view digital transformation primarily as a technology project.

For him, the more useful questions are practical ones: How does an organization actually work? Where do processes create unnecessary complexity? And where can technology genuinely make things better?

That perspective is closely connected to his marketing background.

Marketing leadership regularly has to connect sales, product, communications, data, agencies, management and market realities. Making that system work requires more than communication expertise. It requires clarity, stakeholder alignment, workable processes and the ability to translate strategy into action.

Digital transformation is therefore less of a departure from his previous career than an extension of it.

AI as the Next Practical Capability

AI follows the same logic.

In 2026, Ingo Barz expanded his capabilities through the Executive Program AI & Digital Transformation, covering Digital Transformation, Change and Process Management, Digital Sales, Business Intelligence, AI Strategy, Generative AI, AI Agents and Workflow Automation.

His interest in AI is deliberately practical.

He is less interested in AI as a technology story than in what it can change in actual work: how marketing and sales processes are designed, where repetitive activity can be automated, how teams can use information more effectively and how better data can support better decisions.

For him, the question is simple:

How can organizations work better?

That connects directly back to the way he has approached marketing throughout his career.

Technology is useful when it solves a real problem. Transformation is useful when people can work differently afterwards. And strategy is useful when it produces a result beyond the presentation in which it was introduced.

Leadership and Execution

Strategic thinking and implementation have always belonged together in his work.

Ingo Barz is comfortable defining direction, but equally interested in what happens after that direction has been agreed. A strategy has to be executable: responsibilities need to be clear, processes have to support the ambition, the right people need to be involved and progress needs to be measurable.

His leadership experience includes international and interdisciplinary teams, agencies, partners and complex corporate stakeholder environments. He has managed marketing budgets above EUR 6 million and worked across B2B and B2C markets as well as different industries and organizational settings.

The challenge has usually been the same: bring different perspectives together without losing focus.

For Ingo Barz, creativity and management have never been opposites.

His agency years taught him to question conventions and find a sharper idea. His corporate career taught him that the idea still has to work within budgets, structures, teams and business realities.

Both remain part of the same professional identity.

Executive Perspective

Today, his profile combines three things that have developed naturally over time: deep marketing and brand experience, a practical understanding of transformation, and a growing focus on AI and automation.

He is most effective where these areas meet — when strategy has to become execution, when marketing has to support the business, and when technology has to solve a real problem.

That may mean building or repositioning a marketing organization, sharpening a brand and go-to-market approach, introducing new digital structures, supporting a transformation agenda or helping an organization understand where AI and automation can make a meaningful difference.

The context changes.

The underlying question remains the same:

What will actually work?

Career at a Glance

Head of Marketing Europe | JA SOLAR GmbH | 2023–2025

Strategic responsibility for the European marketing organization, brand positioning, go-to-market strategy, CRM implementation, international team and partner leadership and marketing budgets above EUR 6 million.

Head of Marketing DACH | Deutsche Leibrenten Grundbesitz AG | 2020–2022

Built and established the marketing organization as part of the company's growth strategy, with responsibility for brand positioning, integrated communications, lead generation, media and budget.

Senior Project Manager Digital Marketing | Teva / Ratiopharm | 2019–2020

Strategic digital and marketing projects in a regulated healthcare environment, including cross-channel initiatives with sustained KPI outperformance.

Specialist Marketing Campaigns / Senior Project Manager Brand | Standard Life Versicherungen | 2013–2019

Brand and communications strategy, national campaigns, multi-million-euro budget responsibility and interdisciplinary project leadership.

Earlier career

Copywriting, concept development and strategic consulting, including Saatchi & Saatchi, TBWA and Publicis.

Education

Diplom-Kommunikationswirt | Universität der Künste Berlin

Executive Development

Executive Program AI & Digital Transformation | 2026