

INGO BARZ

Marketing Executive | Brand, Growth & Digital Transformation | AI & Automation

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EXECUTIVE PROFILE

I have spent my 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, I have learned that strategy only matters when it changes something in practice — in markets, organizations and teams.

My career has taken me from advertising and strategic communication into international marketing leadership, where I have built and developed marketing organizations, positioned brands, shaped go-to-market strategies and led teams, budgets and complex stakeholder environments across European markets.

Today, I am extending that experience into digital transformation, AI and automation — not as technology for its own sake, but as a way to improve how marketing and business actually work.

SELECTED EXECUTIVE IMPACT

European Marketing Leadership Strategic responsibility for marketing across European markets at JA SOLAR.

Brand & Market Development Positioning and strengthening brands in European core and growth markets, including the development of European brand and go-to-market strategies.

Organization Building Building and developing international marketing organizations and leading interdisciplinary teams.

Business Responsibility Responsibility for marketing budgets of more than EUR 6 million, combined with the management of international agency and partner structures.

Digital Transformation Initiation and implementation of a European Salesforce CRM instance, alongside the development of digital and data-driven ways of working.

Performance Management of cross-channel digital and marketing initiatives with sustained KPI outperformance.

CAREER SNAPSHOT

2023–2025 Head of Marketing Europe | JA Solar GmbH

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

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

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

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

EXECUTIVE FOCUS

Marketing Leadership & Brand Strategy | Digital Transformation & Business Change | AI, Automation & Business Intelligence

CURRENT EXECUTIVE DEVELOPMENT

Executive Program AI & Digital Transformation | 2026

AI Strategy · Generative AI · AI Agents & Workflow Automation · Digital Transformation · Change & Process Management · Digital Sales · Business Intelligence