

# INGO BARZ

## Marketing Executive | Brand & Growth Leadership | Digital Transformation

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### PROFILE

Senior marketing and communications executive with more than 20 years of international experience in brand strategy, growth communications and go-to-market. Successful in positioning and scaling brands in complex B2B and B2C markets, as well as building and developing international marketing organizations. Proven leader with strong execution capability, stakeholder credibility, and responsibility for teams, budgets and European markets. Current expertise in digital transformation, AI and automation extends this profile - with the ambition to make change effective and develop marketing further as a future-ready strategic business function.

### Executive Highlights

- Overall strategic responsibility for marketing at European level
- Development and implementation of European brand and go-to-market strategies
- Building and developing international marketing organizations
- Responsibility for marketing budgets of more than EUR 6 million
- Leadership of interdisciplinary teams and management of international agency and partner structures
- Introduction of AI and further development of digital and data-driven ways of working

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

## **EXECUTIVE COMPETENCIES**

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

## **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