

INGO BARZ

Marketing Executive | Brand, Growth & Digital Transformation

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

PROFILE

Senior marketing and communications executive with more than 20 years of international experience in brand strategy, growth communications and digital transformation. Successful in the strategic positioning and scaling of brands in complex, highly competitive B2C and B2B markets. Proven leader with strong management and stakeholder credibility, a high level of execution capability, and responsibility for organizations, budgets and teams at European level.

Executive Highlights

- Overall strategic responsibility for marketing at European level at JA SOLAR
- Development and implementation of European brand and go-to-market strategies
- Building and establishing marketing organizations and European structures
- Introduction of AI and further development of digital and data-driven ways of working
- Responsibility for marketing budgets of more than EUR 6 million
- 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 marketing 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
- Responsibility for marketing budgets of more than EUR 6 million
- Leadership of an interdisciplinary marketing team and management of international agency and service provider 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
- AI Strategy, Generative AI, AI Agents & Workflow Automation
- Digital Sales, Business Intelligence & data-driven decision making

EXECUTIVE COMPETENCIES

Brand Strategy & Positioning; Strategic Marketing; Growth Communications; Digital Transformation; Go-to-Market Strategies; Integrated Communications; Campaign & Portfolio Management; Budget & Media Management; Stakeholder Management; Leadership & Development of International Teams; 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