

Christine Witthöft

Freelance Digitalization Strategist, Marketing Expert and
Interim Manager for Marketing & Sales



Interim Manager Activities

Gilead Sciences GmbH, Pharma,
Manager Digital Infrastructure & Analytics

Olympus Europa SE & Co. KG, Medical
Technology, International Marketing
Communications Manager Omnichannel

Abbott GmbH, Diabetes Medical Devices,
Project Manager for the pharmacy
distribution channel

Laverana GmbH, Natural Cosmetics,
Project Manager for strategic marketing
projects

Mediaire GmbH, Start-up Artificial
Intelligence Radiology,
Head of Marketing & Sales

Philips Lighting GmbH,
Smart Home Lighting & Lighting Systems,
Head of Marketing

Hartmann AG, Bode Chemie GmbH,
Medical Disinfectants,
International Project Manager

Edding GmbH, Marking Products,
International Marketing Manager for
Industrial and Medical Applications

Employed Manager Activities

Abbott Vascular GmbH, Cardiology Medical
Technology & Products,
Marketing Manager Germany

Ethicon Endo-Surgery Europe, Surgery &
Laparoscopy, Medical Technology & Products,
EMEA Marketing Manager

Olympus Medical Systems Europa GmbH,
Medical Endoscopy & Laparoscopy, EMEA
Product Manager Urological Endoscopy

Coloplast GmbH, Skin- & Woundcare,
Incontinence Care, Medical Products,
Product Manager Germany, Austria &
Switzerland

Beiersdorf AG, tesa Consumer & Hansaplast,
Product Manager for Tapes &
New Adhesive Technologies

Interim Manager & owner of
UMSATZSCHMIEDE
Marketing & Sales Consultancy
Business economist & industrial clerk

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Pushing companies potential through strategic marketing

„As a strategist for entrepreneurial reorientation, website & SEO optimization as well as Start-up consultancy, my most important goal is to profitably increase customer sales. Through my 30 years of expertise in business strategies, efficient marketing and comprehensive market and cross-industry sales experience, I know the sources for additional growth. My clients appreciate the sustainable added value, structure and planning security.

I lead success-oriented workshops, point out growth areas, implement customer-oriented measures based on roadmaps and follow up the set goals in close cooperation with the management and project team. In doing so, I bring employees into their own power and competence.“

My values

- ◆ Clarity
- ◆ Decisiveness
- ◆ Knowledge transfer
- ◆ Open communication
- ◆ Reliability
- ◆ Sustainable quality
- ◆ Future orientation

Customer feedback

- ◆ Strong & motivating personality
- ◆ Go-getter & entrepreneur with vision
- ◆ Source of inspiration for innovative ideas & solutions
- ◆ Focus on the essentials
- ◆ Precise sense for opportunities

B2B & B2C Industries:

- ◆ Innovative technologies & AI
- ◆ Manufacturing industry
- ◆ Service industry
- ◆ IT & Medical technology
- ◆ FMCG & Branded goods
- ◆ Water technologies
- ◆ Sustainability & Organic industry



Project management

- ◆ Process/Change/Communication management
- ◆ Cross-team project work
- ◆ Matrix processes & organizational structures
- ◆ Reporting & monitoring systems



Marketing

- ◆ Development & implementation of new strategies
- ◆ Product repositioning
- ◆ Upstream & Downstream Marketing
- ◆ PR & Online Marketing



Sales

- ◆ Establishing new sales organizations
- ◆ Sales management & CRM concepts
- ◆ Sales training & training concepts
- ◆ Customer acquisition & customer care



Digitization

- ◆ Employee training for digitization
- ◆ Digitization of processes & workflows (paperless office, document management)
- ◆ Implementation of software & hardware solutions



Online appearance

- ◆ Website analytics & website relaunch
- ◆ Google discoverability & SEO keyword optimization
- ◆ Social media campaigns
- ◆ Target group-oriented performance marketing



Leadership know-how

- ◆ Personnel responsibility: Up to 30 employees
- ◆ Sales: Up to € 120 million
- ◆ Marketing budget: Up to € 3 million
- ◆ Selecting and leading of agencies & service providers

Feel free to contact me. I can manage your projects at short notice.
I am looking forward to getting to know you.