



Anne Moll

PRODUCT MARKETING

Profile

Eight years of experience in product marketing management and strategic development. I am driven by the willingness to change, create and challenge the status quo. I love to learn, to improve and to share my experiences & knowledge.

Contact details

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Areas of Expertise

- Strategy Development
- Project Management
- Innovation Management
- Digital Trainings & Workshops
- Content & Web Design
- Innovation & Digitization Projects
- Key User & KOL Management

Personal Skills

- Analytical & networked thinking
- Management of complexity
- Structured way of working and delegation
- Hands on mentality
- Teamwork
- Motivation

Professional career

MARKETING MANAGER

*Moll Bedachungen
(Family Business)
2021 - 2022*

- Independent management of strategic projects and sub-projects
- CEO support regarding strategic development, change management and digitization projects
- Achievements: Development of new Corporate Branding Strategy

PROJEKT MANAGER

*Handwerk Digital
2019 - 2021*

- Boosting the digital competence of the construction industry as part of the funding priority Mittelstand-Digital
- Achievements: Development of different Learning Presentations and a Learning Management Platform inclusive Competence Community

Academic career

MASTER OF SCIENCE

Advanced Marketing Management

Berlin 2018 - 2023

Steinbeis School of Management and Innovation (SMI)
– Career-integrated M.Sc. Program
– Summer School: SDA Bocconi & NYU

BACHELOR OF ARTS

Management in Commerce

Neuss 2011-2014

Europäische Fachhochschule Neuss (EUFH)
– Career-integrated B.A. Program in cooperation with Fujifilm Europe GmbH
– Grade 1.7