Curriculum Vitae

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Curriculum Vitae

Stefan Werner

B2C marketing leader with 15+ years across consumer technology, eCommerce and services. Led regional marketing for HTC VIVE in DACH and BeNeLux, where DACH became the highest-revenue eCommerce market within HTC EMEA. Now Head of Marketing & Digital Systems at POMMES FREUNDE. Combines hands-on campaign delivery, budget ownership and team leadership with clear customer messaging, KPI-based decisions and practical use of AI to improve marketing workflows.

Skills

B2C growth & performance: paid social, SEA, SEO and integrated campaigns; connecting brand awareness, customer journeys and eCommerce growth

Brand & creative: consumer positioning, content creators and PR; translating complex products into clear benefits and consistent campaigns

Budget & measurement: regional marketing and EMEA event budgets; campaign analysis, KPI/ROI reporting and investment prioritisation

Leadership & delivery: in-house team leadership, cross-functional teams and agencies; international campaigns and close collaboration with sales and product

Digital & AI: website and content operations; daily AI use for analysis, content and workflow design; building scalable marketing processes

Experience

Head of Marketing & Digital Systems @POMMES FREUNDE

POMMES FREUNDE Franchise GmbH, Gräfelfing

Nov 2025 - present

Own B2C marketing and digital systems for POMMES FREUNDE, connecting brand strategy, customer demand and delivery across company-owned stores and franchise partners. Promoted to Head of Marketing & Digital Systems in July 2026.

Plan, deliver and evaluate **integrated B2C campaigns** across paid media, organic content and local marketing to build reach, customer demand and revenue.

Manage **paid social and search marketing** across Meta, Google and TikTok. Coordinate campaign objectives, creative production and reporting to inform channel priorities and marketing investment.

Own **website, SEO and reputation initiatives** to improve digital visibility and the customer experience. Align brand messaging across content, review platforms, social media and PR; brief and manage external providers.

Develop **AI-supported marketing workflows** for content creation, campaign analysis and reputation management. Structure automation projects, define review processes and build practical standards for the franchise network.

Lead and develop the marketing and digital team, set priorities and allocate resources across campaigns and systems. Align with management, operations and external partners to turn strategy into delivery and improve working processes.

Coordinate marketing support for new store openings and regional expansion.

Head of Event Management EMEA @HTC VIVE

HTC VIVE

Nov 2023 - Oct 2025

Owned event and experience marketing across EMEA for HTC VIVE, translating complex hardware, software and applications into clear customer benefits and consistent brand experiences across international markets.

Developed and delivered **integrated event campaigns** for product launches, demand generation and partner engagement. Connected trade shows, training, digital and hybrid formats with regional marketing and sales priorities.

Led cross-functional teams and agencies across countries; managed suppliers and partner companies from briefing and creative development through delivery and evaluation.

Built **scalable processes and operating standards** for planning, delivery and evaluation. Standardised workflows across EMEA to improve efficiency, coordinate stakeholders and maintain a consistent brand experience.

Owned the EMEA events budget, including planning, allocation and cost control; reported spending and performance to management to inform investment decisions.

Introduced **KPI-based reporting and ROI evaluation** covering reach, generated leads and participant feedback. Used findings to improve the event portfolio and prioritise resources across markets and formats.

Aligned with sales and product management on goals, messaging and customer journeys. Connected campaign touchpoints with customer needs, product understanding and commercial priorities.

Developed **digital and hybrid launch formats**, webinars and partner training. Turned complex technology into accessible demonstrations and content that helped audiences understand the products and their practical value.

Owned **creative briefing and brand consistency** across event communications. Reviewed and approved presentation materials and product messaging, balancing technical accuracy with clear customer benefits for international audiences.

Marketing Manager DACH & BeNeLux @HTC VIVE

HTC VIVE

Mar 2021 - Oct 2023

Led B2C and B2B marketing for DACH and BeNeLux, owning regional go-to-market for HTC VIVE. Combined digital, social media, retail and event campaigns to build consumer demand and communicate the value of hardware and software solutions.

Expanded **eCommerce marketing**, with DACH becoming the highest-revenue market within HTC EMEA. Connected consumer campaigns, channel activity and commercial priorities.

Owned the regional marketing budget, including planning and allocation across campaigns. Assessed effectiveness and spend against defined KPIs to inform marketing priorities and investment decisions.

Developed **B2C and B2B sales channels** through partner activation, incentive programmes and online/offline campaigns. Worked with resellers and distributors on joint marketing and communications along the customer journey.

Translated complex products into **clear consumer benefits and product stories**. Created webinars, training formats and sales materials for internal teams and external partners, connecting technical features with practical applications.

Advised **regional leadership and EMEA management** on market positioning and marketing priorities; combined strategic input with hands-on campaign delivery.

Led cross-functional project teams across marketing, sales, product and agencies; coordinated multi-country campaigns and aligned diverse stakeholders.

Marketing & Project Manager @Bavaria Schweißtechnik

Bavaria Schweißtechnik GmbH

Oct 2020 - Mar 2021

Developed B2B marketing strategies for technical products and services in the welding industry, translating business priorities into market-facing communications.

Planned and delivered integrated online and offline campaigns, including social media, email marketing, advertising and events to promote products and services.

Analysed market and competitor trends to identify growth opportunities and develop strategic recommendations for positioning and marketing activities.

Worked closely with sales, product development, manufacturing and Quality Management to align marketing initiatives with technical and commercial needs.

Planned and managed marketing budgets, including cost control and ROI analysis to evaluate effectiveness and prioritise marketing investments.

Managed marketing projects from planning to execution, coordinating schedules, resources and project risks in collaboration with internal departments.

Public Relations & Marketing Specialist, reporting to the Executive Board @BVS

Bayerische Verwaltungsschule (Bavarian School of Public Administration)

Jan 2017 - Sep 2020

Planned and delivered cross-department marketing initiatives with project-level staffing and budget responsibility, including the launch of new education programmes and digital teaching and learning formats.

Developed and implemented the marketing concept for five education centres, aligning communications with brand identity, corporate design and institutional standards to ensure a consistent presence across locations and target audiences.

Managed editorial content and technical updates for the corporate website and intranet, using TYPO3, Confluence and Jira to coordinate content and delivery.

Conceived, wrote and produced marketing materials for education and training offerings.

Selected, briefed and managed agencies and external service providers.

Developed, planned and organised trade fair appearances and events.

Independently managed marketing procurement procedures and supplier delivery following approval by the Executive Board.

Freelance Product Marketing & PR @HTC

Jun 2015 - Jan 2019

Managed product marketing and retail projects in virtual reality, consumer electronics and web and app development across the DACH region.

Developed, planned and organised trade show appearances and press events.

Created marketing materials and press copy to communicate product benefits.

Clients included HTC, Schwartz PR, Merkumo and CGK (Austria).

Freelance work alongside part-time studies in Business Administration.

Account Executive @Harvard PR

Harvard PR good relations Group GmbH, 81371 Munich

Sep 2012 - May 2015

Managed client projects for products in consumer electronics, IT security and financial services, supporting product communication and PR delivery.

Developed, planned and organised trade show appearances and press events, including IFA and Mobile World Congress.

Provided strategic advice on media planning and customer relationship management.

Supervised and mentored interns and trainees.

Clients included HTC and Amazon (LoveFilm).

Interests

Politics, film, current affairs, travel, cooking and sport

Education

B.A. in Business Administration, specialising in Online Marketing

2015 - 2018: Part-time degree at Hochschule Fresenius, Munich, completed alongside employment. Graduated in June 2018.