

# Andreas Jaenecke



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Date of birth 03.05.1975  
Marital status Married

## Summary

10+ years experienced, internationally focused eCommerce leader (Digital/Online Marketing & Sales) for consumer products (B2C) with a proven increasing success (multimillion-dollar per quarter) in a fast moving environment and challenging market conditions. Highly capable to handle organizational change as well as creating and implementing strategies for regional markets to both acquire and retain customers.

## Work Experience

06/2005 – 06/2015

Symantec (Deutschland) GmbH, Ratingen (IT-Security and Information Management)

- December 2014 – June 2015: Online Business Manager, Central Europe Region  
Extension of duties due to reorganization:
  - Responsibility for the whole Online-Sales business (Online-Acquisition and Online-Retention)
  - Driving force at creating and implementing regional strategies in accordance with worldwide targets
  - Optimization of the customer experience, merchandising and pricing strategy
  - Forecast, management, monitoring and analysis of the Online Sales Performance based on specific KPIs
  - Creation, implementation and prioritization of Online Sales initiatives, campaigns and promotions

Highlight (FY15, April 2014 - March 2015): Worldwide highest (continuous) growth rates in bookings and units in the very challenging German market

- July 2014 – November 2014: Online Renewals Manager, Central Europe Region & Nordics (Consumer)  
Job extension:
  - Interim (due to the departure of a colleague): additional responsibility for Nordics (Sweden, Norway Denmark and Finland)
- August 2013 – June 2014: Online Renewals Manager, Central Europe Region (Consumer)
  - Due to reorganization: Separation of Online-Acquisition and Online-Retention (Renewals)
  - Consultancy for Online-Acquisition
  - Very close team work with Payments Team in Luxembourg to optimize payment options and to introduce SEPA (Single European Payments Area)

- April 2011 – July 2013: Online Store Manager, Central Europe Region (Consumer)
  - Due to reorganization title change (orientation as a pure marketing organization, without existence of the term "Sales") and focus on top markets within the Central Europe Region

Highlight (May 2013): Standing Ovation Award for OEM eStore Performance & Optimization (Excellent Online-Performance increasement with OEM-Partners and key player in the online implementation of the strategic partnership with Computer Bild)

- September 2007 – March 2011: Online Sales Manager, Central Europe Region incl. Eastern Europe and Russia (Consumer)
  - Responsibility for the whole online business (Online-Acquisition and Online-Retention)
  - Driving online strategy and implement additional resellers in ESD (Electronic Software Distribution)
  - Very close relationship with local Sales & Marketing teams, acting like one single "family"

Highlight (January 2010): Award for successful eStore launch (internal eCommerce platform) for Germany, Austria, Switzerland, Eastern Europe and Russia

- April 2007 – August 2007: Senior Online Consumer Marketing Specialist Central Europe Region  
Extension of duties:
  - Online Marketing (incl. Online-Store) liaison with Eastern Europe and Russia

- January 2006 – March 2007: Online Consumer Marketing Specialist Central Europe Region  
Extension of duties:
  - Regional Product Marketing incl. customer liaison of external partners like TÜV and GfK
  - ISP / OEM Partner Marketing (Deutsche Telekom, Toshiba etc.) for Germany
  - Online Advertising / Media for Germany
  - Online and product localization DACH (Germany, Austria and Switzerland)
  - Search Engine Marketing
  - Affiliate Marketing
  - Customer Service liaison

Highlight (November 2006): Global Marketing Star Award

- June 2005 - December 2005: Electronic-Commerce Project Coordinator (Consumer)
  - Symantec Storefront „Manager“ DACH (Germany, Austria and Switzerland)
  - Consumer und Small Business Websites
  - ClubSymantec existing customers newsletter input and optimization for DACH
  - Marketing for online partners
  - Member of the SWAT team for Xmas promotion „Madagascar“ on an EMEA level, responsible for Online Marketing

- 12/2003 – 05/2005 marketingverbund network GmbH, Langenfeld (Direct Marketing)
- October 2004 – May 2005: Project Leader
    - Project planning and execution under a consultancy contract with a top customer (mail order company)
  - December 2003 – September 2004: Assistant to the General Manager (main area: Marketing)
    - Further development of the advertising distributing model for a leading department store company
    - Completion of CPM®-(Customer Profile Measurement) and Response Analysis
    - Sales support measures
    - Development of test designs on a statistical basis
- 09/2002 – 11/2003 Omega Programme Ltd. (Recruiting)  
Operating Officer and Principal Consultant
- May 2003 – November 2003: Cologne, Germany
    - Creation of market analyzes and selection of new markets and the development of related marketing strategies
    - Planning of internal company communication solution
    - Recruitment for clients in the field of Executive Search (Applying new search measures)
    - Acquisition of clients in the German market
  - September 2002 – April 2003: Milan, Italy
    - Marketing concepts to support existing and new services and conception of the internet website [www.omegaprogramme.com](http://www.omegaprogramme.com) (not existing anymore)
    - Preparation and implementation of process optimization
- 01/2001 – 12/2001  
09/1998 – 08/2000 Student assistant at the Seminar for General Business Administration, Procurement and Product Policy, Prof. Koppelman, University of Cologne
- Assisting in the creation of templates for three textbooks, amongst other things „Product Marketing“ 6<sup>th</sup> edition, 2001
  - Webmaster for the seminar website
  - Networkadministration (Installation, care and maintenance)
  - Staff training in electronic data processing
  - Database programming and evaluation
- 03/1997 Participation in the organizing team of the VI. German Business Convention "World Business Dialogue" which was organized by the "Organisationsforum Wirtschaftskongress e.V. (OFW) on 11 and 12 March 1997
- On duty for the technical team
  - Process optimization during the convention
- 09/1995 – 10/1995 Internship at Kaufhof Warenhaus AG (Department Store Headquarter, Cologne)  
On duty at central purchasing department for shoes
- Procurement of goods from around the world
  - Initiate delivery of the stores
  - Assortment creation (selection of new products based on samples, listing of new products)
- In 1996, several weeks working as an working student in the central purchasing department for shoes and outerwear.

## Education

10/1994 – 04/2002

Business Administration at the University of Cologne  
Graduation: Diplom-Kaufmann (equivalent to an MBA)

Major field of studies:

- Supply Management and Product Policy (Marketing)
- Finance
- Business- and Socialpsychology

Master (diploma) Thesis:

„Electronic Customer Care – The efficiency of Business-to-Consumer Tools“ (Grade: 2.0 ≈ B+)

04/2001 – 06/2001

Additional qualification in Electronic Customer Care (voluntary choice E-Commerce) at the University of Cologne (Grade: 1.7 ≈ A-)

08/2000 – 12/2000

Scholarship at the Pennsylvania State University (PennState), USA

- Research for Master Thesis

Courses:

- E-Commerce (Grade: B+ ≈ 2.0)
- Advanced Retailing and Merchandising (Note: B+ ≈ 2.0)

## Skills

Languages

German native  
English fluent  
Polish basic  
Italian very basic

Information  
Technology

- Advanced skills in *Microsoft Office* (Word, Excel, PowerPoint, Outlook and partly in Access)
- Exposure to *QlikView* Business Intelligence Software
- Exposure to *JIRA* Issue and Project-Tracking Software plus *Confluence* Collaboration Software
- Exposure to *Adobe Experience Manager*
- Exposure to *Adobe (Test&) Target* Site-Optimization
- Web-Design and -Programming (*HTML, CSS, Javascript*)
- Exposure to *Windows, Mac OS, iOS* and *Android*
- Very high Internet affinity

Others

- Exposure to SCRUM-Teams
- Exposure to KANBAN-Processes
- Remove dysfunctions of a team and transform it to a High-Performing team
- Root Cause Analysis (RCA) to identify problems and to implement an appropriate action

## Interests

Meeting friends, Running, Swimming, Gardening,  
Cooking/Barbecue, Travels, Internet, Technology and Products

## References

References are available on request

Cologne, 31<sup>st</sup> October 2015

