# Regina Brix

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# ACADEMIC EXPERIENCE

Since January 2016 - Turin, Italy

Co Academic Director Master in International Food & Beverage Management

**ESCP Europe, Campus Turin** 

Academic Year: 2024/2025 ESCP-Europe Campus Turin Affiliate Professor

Course: MBA Elective Luxury Branding

(12 hours) Postgraduate

Academic Year: 2024/2025 ESCP-Europe Campus Madrid

Affiliate Professor

Course: Master in Hospitality and Tourism Courses: F&B Management (30 hours)

Postgraduate

Academic Year: 2024/2025 ESCP Europe Campus Turin

Affiliate Professor

Course: MIM specialization F&B Course: F&B Management (30 hours)

Postgraduate

Accademic Year 2024/2025

**IULM** 

# SELECTED PUBLICATIONS

Co Author: Influencer Marketing, Springer Gabler, 2<sup>nd</sup> edition 2021 Lecturer

Course: Specialization F&B Management and Branding

Master in Hospitality and Tourism

(24 hours)

#### Accademic Year 2024/2054

**IULM** 

Master in Hospitality

F&B Management

(10 hours)

#### Academic Year: 2024/2025

ESCP-Europe Campus Turin & Paris

Affiliate Professor

Course: Master International Food & Beverage Management: Marketing Principles F&B, and opening Module (30 hours+12

hours)

Postgraduate

#### Academic Year: 2024/2025

**ESCP Europe Campus Turin** 

Affiliate Professor

Course: BIM, second year: Marketing (48 hours)

#### Academic Year: 2023/2024

ESCP-Europe Campus Turin & Paris

Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management: Marketing Principles F&B, and opening Module (42 hours)

Postgraduate

## Accademic Year 2023/2024

**IULM** 

Lecturer

Course: Strategic Marketing

Master in Hospitality

(40 hours)

#### Accademic Year 2024

**IULM** 

Lecturer

ACCOR training

F&B Management

(7 hours)

## Accademic Year 2023/2024

**IULM** 

Master in Hospitality

F&B Management

(10 hours)

#### Academic Year: 2023/2024

**ESCP-Europe Campus Turin** 

Affiliate Professor

Course: MBA Elective Luxury Branding

(12 hours)

Postgraduate

Academic Year: 2023/2024 ESCP-Europe Campus Madrid

Affiliate Professor

Course: Master in Hospitality and Tourism Courses: F&B Management (30 hours)

Postgraduate

Academic Year: 2023/2024 ESCP Europe Campus Turin

Affiliate Professor

Course: MIM specialization F&B Course: F&B Management (30 hours)

Postgraduate

Academic Year: 2023/2024 ESCP Europe Campus Turin

Affiliate Professor

Course: MIM specialization Luxury Course: Luxury Branding (15 hours)

Postgraduate

Academic Year: 2023/2024 ESCP Europe Campus Turin

Affiliate Professor

Course: Master International Food & Beverage Management and

MIM specialization

Food Waste Management (2x15 hours)

Postgraduate

Academic Year: 2023/2024

**IULM Milan** 

Lecturer Professor

Course: Master in Hospitality and Tourism

Strategic Marketing (40 hours)

Postgraduate

Academic Year: 2023/2024

SAA – Torino Guest Professor Branding in German/english Erasmus, MICA

Academic Year: 2023/2024

ESCP-Europe Campus Turin & Paris

Affiliate Professor

Course: Master International Food & Beverage Management: Marketing Principles F&B, and opening Module (30 hours)

Postgraduate

Academic Year: 2023/2024 ESCP Europe Campus Turin

Affiliate Professor

Course: BIM, second year: Marketing (48 hours)

Academic Year: 2023/2024

ESCP-Europe Campus Turin & Paris Affiliate Professor and Academic Director Course: Master International Food & Beverage Management: Marketing Principles F&B, and opening Module (42 hours)

Postgraduate

Academic Year: 2023/2024 ESCP Europe Campus Paris

Affiliate Professor

Course: MIM Branding and Communication in the Digital Age (30

hours)

Postgraduate

Academic Year: 2022/2023 Business School Luiss Rome

**Guest Lecturer** 

Course: MBA Brand Equity and Management

Executive (12 hours)

Academic Year: 2022/2023 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Elective Marketing - Brand Management

(12 hours) Postgraduate

Academic Year: 2022/2023 ESCP-Europe Campus Madrid

Affiliate Professor

Course: Master in Hospitality and Tourism Courses: F&B Management (30 hours)

Postgraduate

Academic Year: 2022/2023 ESCP Europe Campus Turin

Affiliate Professor

Course: Master International Food & Beverage Management and

MIM specialization

Food Waste Management (15 hours)

Postgraduate

Academic Year: 2022/2023 ESCP Europe Campus Paris

Affiliate Professor

Course: MIM Specialization Luxury Branding (15 hours)

Postgraduate

Academic Year: 2022/2023 ESCP Europe Campus Turin

Affiliate Professor

Course: BIM,48econd year: Marketing (70 hours)

Academic Year: 2022/2023

ESCP-Europe Campus Turin & Paris Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management: Marketing Principles F&B, and opening Module (72 hours)

Postgraduate

Academic Year: 2022/2023

**ESCP Europe Campus Paris** 

Affiliate Professor

Course: MIM Branding and Communication in the Digital Age (30

hours)

Postgraduate

Academic Year: 2022/2023

SAA – Torino Guest Professor Branding in German Erasmus

Academic Year: 2022/2023

University of Pisa (MBA)

Guest Professor for Marketing Management

Course: Master in Marketing Management (12 hours)

Postgraduate

Academic Year: 2022/2023 ESCP Europe Campus Turin

Affiliate Professor

Course: EMBA/GMP Marketing Management (24 hours)

Executives

Academic Year: 2021/2022 CIB Culinary School Barcelona

Affiliate Professor Course: Branding Chefs and F&B Manager

Academic Year: 2021/2022

University of Pisa (MBA)

**Guest Professor for Marketing Management** 

Course: Master in Marketing Management (12 hours)

Postgraduate

Academic Year: 2021/2022 ESCP Europe Campus Turin

Affiliate Professor

Course: Master International Food & Beverage Management

Food Waste Management (15 hours)

Postgraduate

Academic Year: 2021/2022 ESCP-Europe Campus Madrid

Affiliate Professor

Course: Master in Hospitality and Tourism Courses: F&B Management (9 hours)

Postgraduate

Academic Year: 2021/2022 ESCP Europe Campus Turin

Affiliate Professor

Course: BIM, second year: Marketing (51 hours)

Academic Year: 2021/2022 ESCP Europe Campus Turin

Affiliate Professor

Course: EMBA/GMP Marketing Management (24 hours)

Executives

Academic Year: 2021/2022 ESCP Europe Campus Paris

Affiliate Professor

Course: MIM Branding and Communication in the Digital Age (30

hours) Postgraduate

Academic Year: 2021/2022

**ESCP Europe Campus Turin and Madrid** 

Affiliate Professor

Course: Itinerant EMBA: Marketing Management (24 hours)

Executives

Academic Year: 2021/2022 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Elective Marketing - Brand Management

(12 hours) Postgraduate

Academic Year: 2020/21

SAA – Torino Guest Professor

Course: Brand Management in German

Triennale

Academic Year: 2020/2021 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Marketing Management - International Marketing

Decisions (30 hours) Postgraduate

Academic Year: 2020/2021

ESCP-Europe Campus Turin & Paris Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management: Marketing Principles, Corporate Strategy and opening Module (75

hours)

Postgraduate

Academic Year: 2020/2021 University of Pisa (MBA)

Guest Professor for Marketing Management

Course: Master in Marketing Management (12 hours)

Postgraduate

Academic Year: 2020/2021
Business School Luiss Rome
Guest Professor for several courses

Courses: Strategic Marketing, New Marketing, ATL communication, Branding and Pricing, Digital Marketing

Executive (32 hours)

Academic Year: 2020/2021

**ESCP Europe Campus Turin** 

Affiliate Professor

Course: EMBA/GMP Marketing Management (24 hours)

Executives

Academic Year: 2020/2021 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Elective Marketing – Brand Management

(12 hours) Postgraduate

Academic Year: 2019/2020 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Elective Marketing - Brand Management

(12 hours) Postgraduate

Academic Year: 2019/2020 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Marketing Management - International Marketing

Decisions (30 hours) Postgraduate

Academic Year: 2019/2020

ESCP-Europe Campus Turin & Paris Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management: Marketing Principles, Corporate Strategy and opening Module (75

hours)

Postgraduate

Academic Year: 2019/2020 ESCP Europe Campus Turin

Affiliate Professor

Course: EMBA/GMP Marketing Management (24 hours)

Executives

Academic Year: 2019/2020

ESCP Europe Campus Turin/Madrid

Affiliate Professor

Course: Itinerant EMBA Marketing Management (24 hours)

Executives

Academic Year: 2019/2020 ESCP-Europe Campus Madrid

Affiliate Professor

Course: Master in Hospitality and Tourism Courses: F&B Management (9 hours)

Postgraduate

Academic Year: 2019/2020 Business School Luiss Rome Guest Professor for several courses

Courses: Strategic Marketing, New Marketing, branding, Digital

Marketing,

Executive (32 hours)

Academic Year: 2019/20

University of Pisa (MBA)

**Guest Professor for Marketing Management** 

Course: Master in Marketing Management (16 hours)

Postgraduate

Academic Year: 2018/2019 ESCP Europe Campus Turin

Affiliate Professor

Course: EMBA/GMP Marketing Management (24 hours)

Executives

Academic Year: 2018/2019

ESCP Europe Campus Turin/Madrid

Affiliate Professor

Course: Itinerant EMBA Marketing Management (24 hours)

**Executives** 

Academic Year: 2018/2019

ESCP-Europe Campus Turin & Paris Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management:

Marketing Principles, Marketing Planning, Marketing

Communication (45 hours)

Postgraduate

Academic Year: 2018/2019 ESCP-Europe Campus Turin

Affiliate Professor

Course: Master in Hospitality and Tourism Courses: F&B Management (15 hours)

Postgraduate

Academic Year: 2018/2019 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Elective Marketing – F&B Management

(16 hours) Postgraduate

Academic Year: 2018/2019 ESCP-Europe Campus Turin

Affiliate Professor

Course: EMBA Elective Marketing - Branding

(16 hours) Executives

Academic Year: 2018/2019 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Marketing Management - International Marketing

Decisions (30 hours)

#### Postgraduate

Academic Year: 2018/2019

ESCP-Europe Campus Turin & Paris Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management: Marketing Principles, Marketing Planning & Communication (45

nours)

Postgraduate

Academic Year: 2018/19

University of Pisa (MBA)

Guest Professor for Marketing Management

Course: Master in Marketing Management 12 hours)

Postgraduate

Academic Year: 2018/2019 ESCP Europe Campus Turin

Affiliate Professor

Course: EMBA/GMP Marketing Management (24 hours)

Executives

Academic Year: 2017/2018

ESCP-Europe Campus Turin & Paris Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management:

Marketing Principles, Marketing Planning, Marketing

Communication (45 hours)

Postgraduate

Academic Year: 2017/2018

ESCP-Europe Campus Turin

Affiliate Professor

Course: Master in Hospitality and Tourism

Courses: F&B Management and Digital Marketing (30 hours)

Postgraduate

Academic Year: 2017/2018 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Elective Marketing - F&B Management

(16 hours) Postgraduate

Academic Year: 2017/2018 ESCP-Europe Campus Turin

Affiliate Professor

Course: MBA Marketing Management - International Marketing

Decisions (30 hours) Postgraduate

Academic Year: 2017/18

University of Pisa (MBA)

Guest Professor for Marketing Management

Course: Master in Marketing Management (8 hours)

Postgraduate

Academic Year: 2017/2018

Sapienza Rome Guest Professor

Courses: Qualitative and quantitative Methods and Strategic

Marketing Decisions (21 hours)

Postgraduate

Academic Year: 2017/2018
Business School Luiss Rome
Guest Professor for several courses

Courses: Strategic Marketing, New Marketing, ATL

communication, Digital Marketing, Managerial Effectiveness

Executive (32 hours)

Academic Year: 2017/2018 ESCP Europe Campus Turin

Affiliate Professor

Course: GMP General Management Program (executive MBA) Marketing Management and Digital Marketing (32 hours)

Executives

Academic Year: 2017/2018

ESCP Europe Campus Turin & London

Affiliate Professor

Course: Customized Program reply, Course: Marketing

Management and Branding (32 hours)

Executives

Academic Year: 2016/2017 University of Pisa (MBA)

Guest Professor for Marketing Management

Course: Master in Marketing Management (8 hours)

Postgraduate

Academic Year: 2016/2017

ESCP Europe Campus Turin & Paris Affiliate Professor and Academic Director

Course: Master International Food & Beverage Management: Marketing Principles, Customer Experience, Marketing Planning, Marketing Communication and Branding, Strategic Marketing (75)

hours) Postgraduate

Academic Year: 2016/2017 ESCP Europe Campus Turin

Affiliate Professor

Course: MEB Marketing Principles - Marketing Planning (30

hours)

Postgraduate (30 hours)

Academic Year: 2016

Business School Luiss Rome

Guest Professor for several courses

Courses: Strategic Marketing, New Marketing, ATL

communication, Digital Marketing, Managerial Effectiveness

Executive (28 hours)

**Academic Year 2016** 

University of Pisa (MBA)

**Guest Professor for Marketing Management** 

Course: Master in Marketing Management (8 hours)

Executive

Academic Year: 2015/2016 ESCP Europe Campus Turin

Adjunct Professor

Course: MEB Marketing Principles – Marketing Planning (21

hours) Postgraduate

Academic Year: 2015

**Business School Luiss Rome** 

Guest Professor for several courses

Courses: Strategic Marketing, New Marketing, ATL

communication, Digital Marketing, Managerial Effectiveness

**Executives** 

Academic Year: 2015

**ESCP Europe Campus Turin** 

Adjunct Professor

Course: MEB elective Marketing – Marketing Planning (15 hours)

Postgraduate

Academic Year: 2014

**Business School Luiss Rome** 

Guest Professor for several courses

Courses: Managerial Effectiveness, Marketing Research, Global

Marketing, Marketing Management, New Marketing

Executive (32 hours)

Academic Year: 2014

**ESCP Europe Campus Turin** 

Adjunct Professor

Course: MEB elective Marketing – Marketing Planning (15 hours)

Postgraduate

Academic Year: 2014

**ESCP-EAP-Campus Turin** 

Adjunct Professor

Course: MEB Marketing Management (main Professor – 24

hours)

Postgraduate

Academic Year: 2013

**ESCP-EAP-Campus Turin** 

Adjunct Professor

Course: MEB elective Marketing – Marketing Planning (15 hours)

Postgraduate

Academic Year: 2013

**ESCP-EAP-Campus Turin** 

Adjunct Professor

Course: MEB Marketing Management (main Professor – 24

hours)

Postgraduate

Academic Year: 2013

**Business School Luiss Rome** 

Guest Professor for several courses

Courses: Managerial Effectiveness, Marketing Research, Global

Marketing, Marketing Management, New Marketing

Academic Year: 2012 ESCP-EAP-Campus Turin

Adjunct Professor

Course: MEB J Marketing Management (main Professor - 24

hours)

Postgraduate

Academic Year: 2012 ESCP-EAP-Campus Turin

Adjunct Professor

Course: Online Marketing + Google Challenge (introduction in

social media and online Marketing - 3 hours)

Postgraduate - MEB J

Introduction for Google Challenge (4 hours)

#### **Academic Year 2012**

Università di Torino, Scuola di Amministrazione Aziendale SAA,

Via Ventimiglia 115, 10126 Torino

Contracted Professor

Course: Marketing & Communication, Online Marketing

(only responsible professor – 40 hours)

Undergraduate

Academic Year: 2011/2012 ESCP-EAP-Campus Turin

Adjunct Professor

Course: MEB Marketing Management (main Professor - 24

hours) Postgraduate

Academic Year: 2011/2012

ESCP-EAP-Campus Turin

Guest Professor -

Barilla Executive training (16 hours)

International Marketing

#### Academic Year 2011/2012

University of Florence (Prato)

**Guest Professor** 

Course: International Marketing – lessons for Marketing Planning and International Marketing + Google Challenge (16 hours)

Undergraduate

Academic Year: 2011/2012

Business School Luiss Rome

Guest Professor for several courses

Courses: Managerial Effectiveness, Global Marketing, Marketing

& Communication Management

#### Academic Year 2011/2012

University of Pisa (MBA)

**Guest Professor for Marketing Management** 

Course: MBA – Branding and Online-Marketing (16 hours)

Postgraduate

#### Academic Year 2010/2011

University of Florence (Prato)

**Guest Professor** 

Course: International Marketing – lessons for Marketing Planning

and International Marketing (16 hours)

Undergraduate

#### Academic Year 2010/2011

University of Siena Guest Professor

Course: MBA - lessons for International Management, Branding

and Service Marketing (12 hours)

Postgraduate

## Publication:

Co-Author of the reference book: Influencer Marketing, publisher Springer Gabler, April 2018, 2<sup>nd</sup> edition 2021

# **Employment/ Professional Experience**

Since January 2016 – Italy, Germany, Amsterdam

Consultancy & Trainer for Marketing and Strategy: brix4i

Partner and Senior Consultant at Sevendots

(www.sevendots.com) - business creation company

Identification of business opportunities for international companies, focus on branding, positioning, segmentation, strategy, Digital Marketing

(clients like Ferrero, Michelin, Unilever, PRO7/SAT1, Coca Cola, L' Oreal etc.)

05'2013 - 03'2016

Turin, Italy

Food& Beverages Industry:

**Global Head of Marketing Roast & Ground LAVAZZA** 

Head of the strategic business unit Roast & Ground - Retail

Head of the Marketing department in Roast & Ground Coffee (Retail) in Turin with a team of 8 direct employees and functional reporting of the Marketing responsible per country.

• Identification of growth opportunities in strategic countries

- Development of the brand essence and new brand identity of Lavazza a harmonization of the brand
- Identification and development of an innovation pipeline for the next 3 years and support for the strategic company plan and implementation
- Identification of consumer insights and needs for new geographic areas (focus Germany, US; Australia, France, UK)
- International harmonization of the brand and definition of the right and most efficient cauterization of the international assortment
- Responsible and Project Manager of the cross functional Platforms for all product developments

Since October 2010 - 05' 2013

Italy, Germany, China

# Consultancy: Partner and Senior Consultant at Sevendots (<a href="https://www.sevendots.com">www.sevendots.com</a>) – business creation company

Identification of business opportunities for international companies, focus on branding, positioning, segmentation, strategy, Digital Marketing

(clients like Ferrero, Michelin, Unilever, PRO7/SAT1, Coca Cola, L' Oreal etc.)

Since January 2009 – 05' 2013

**Country Manager Italy and Spain BB Tel GmbH**, Germany

Since January 2009 - 05' 2013

Germany/Italy

Consultancy: International Marketing/Sales Consultant - Specialization in Online Marketing (SEO and SEM)

<u>Client Dr. Suwelack Skin&Health Care</u>: International Cosmetic company - B2B,

#### Germany

- Strategic consultancy for market segmentation, target group definition, product differentiation, trend analysis and launch preparation for a new star product to be launched internationally.
- Consultancy for an internet campaign including website review, on-line activities etc

<u>Various clients</u> in Italy and Germany: Italian Wine producers, luxury Argriturism, B&B, packaging agency etc.

 Development of integrated marketing concepts, SEO/SEM online-optimization and communication for the German Market <u>Client talkyoo:</u> Launch and development of the telephone conferencing system called talkyoo in Italy and Spain (German company in the Telecommunication segment (www.talkyoo.net and www.talkyoo.it)

- Development of a Marketing and Sales Plan based on integrated on-line Marketing (SEO, SEM) activities, PR and defining cooperation partners
- Preparing the international roll-out and diversifying the product portfolio

07'2007 - 10'2008

Erlangen

**B2B and B2C Food/Health Care Industry:** Medical Nutrition Division Group DANONE

Marketing Director and Member of the management team (Sales, Finance, Legal, HR) at Pfrimmer Nutricia, German affiliate in Erlangen, selling products for nutritional support for malnourished adults and children (B2B and B2C business).

Head of the Marketing department with a team of 24 employees and member of the management team.

- Responsible for the restructuring and re-focusing of the Marketing department with stronger emphasis on brand building, strategy and consumer closeness and more focus of the whole company on consumer orientation.
- Responsible for the building of strong brands within a unique and strong new Brand world- new branding, design, new company logo etc.
- Responsible for the price positioning and margin definition in close cooperation with the sales force.
- Responsible for the motivation and involvement of the sales force
- Evaluation of new OTC approaches (B2C approach)
- Responsible for the growth strategy in Germany and analysis of the further growth potentials
- Member of the international Danone innovation team
- Part of the international Marketing Director Board with top 4 countries, responsible for the global marketing strategy and launch initiatives.
- Part of an international working group for an "organizational capability development program"
- Part of the Management team which is responsible for the company strategy and plans (with Sales Director, Finance Director, HR and Legal)
- Responsible for the company and brand specific PR
- Responsible for the internet, the market research department and the whole Trade marketing activities

07'2006 – 06'2007 Beiersdorf AG Hamburg/China

Cosmetic Industry: Vice President Marketing China Cooperation

Head of the Marketing and Sales in the phase of a M&A process for a local

Chinese Hair Care company called C-Bons.

• In the phase of the resulting cooperation with BDF and C-Bons from 02'2007, lead of the commercial analysis of the company C-Bons situated in Wuhan (China), including a profound analysis of the Chinese hair care market, the consumer habits, the challenges in the market, the organization and coordination of market research in China and a final recommendation for a Marketing and Sales Plan including synergies with BDF China.

2000 – 01´2007 Beiersdorf AG Hamburg

Cosmetic Industry: International Strategic Marketing Manager

Head of the strategic business field **NIVEA Hair Care** (shampoo, conditioner,

treatments, etc.) and NIVEA Styling (sprays, foams, gels, etc.) worldwide.

- Responsible for the global strategic lead of all hair care products. That includes brand building, strategy and the development of all marketing mix elements (communication development, packaging, formulations, innovations pipeline and pricing policy etc.), R&D strategy involvement, development and control of global brand portfolio etc. Additionally, the evaluation and decision of new launch countries, long-term growth scenarios, financial analysis etc.
- Lead of the consumer insight generation and innovation process for the long-term growth plan including segmentation, concept development, and all kind of market research initiation and analysis.
- Responsible for the global communication development and the close cooperation and coordination of the advertising agency, including an average of 4-5 TVC and Print developments per year plus the local adaptations and promotions.
- Responsible for the international roll-out of NIVEA Hair Care and Styling and the follow up analysis (launch in Italy, France, Russia and launch preparation for Spain and South America) and the involvement of the key stakeholders.
- Responsibility for 9 people as reports (international team with 5 different nationalities).

1997 – 2000 Beiersdorf AG Hamburg Senior PM NIVEA Body, Head of the two brand groups NIVEA Hair Care Styling

1995 – 1997 Beiersdorf SpA Italy, Milan PM – Expatriate NIVEA Deo and NIVEA Beauté

 Project development of the brand group NIVEA Make up, analyzing the market entrance.

1990 - 1994 Beiersdorf AG

Hamburg

Young professional (Trainee) with Sales experience, JPM NIVEA, PM

NIVEA

1983-1985 Advertising Agency LINTAS

Hamburg Apprenticeship

# **Education**

2016/2017 Harvard Business School HBS Participated centered learning – Executive Education Boston, US

1985-1990 University of Hamburg

Hamburg

Economics - MBA - Master in Science - Diplomkauffrau

Marketing, Econometric, Psychology

Further Experiences during University period:

- 6 months Internship abroad in Italy (AIESEC)
- Internship Axel-Springer-Verlag AG (Editor).
- Freelancer Axel-Springer-Verlag AG.
- 6 months Internship Unilever (Langnese/Algida/Iglo).
- Internship and Freelancer Market Research Company Gelszus Founder and Board of the Student initiative "Contact & Cooperation e.V.".

1974-1983 Gymnasium Wentorf Wentorf/Hamburg

A-levels

# Language Skills

German: native

• English: fluent (written and spoken)

• Italian: fluent (written and spoken)

French: medium (written and spoken)

Spanish: basic (written and spoken)



Regina Brix, November 2024