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Birthe Staudinger

Brand & Communication Strategy · Consumer Insights · Pitch Strategy

Freelance strategist and consultant with 20+ years of experience across brand strategy, communication, consumer insights and new business. I have worked with leading agencies and international brands across a broad range of categories from FMCG, food and beauty to automotive, finance, travel and healthcare. Today, I mainly support agencies and brands where strategic thinking, consumer understanding and a clear point of view are needed – particularly in brand and communication projects, strategic consulting and pitches.

When to bring me in: When a brief needs more strategic thinking. When the strategy team needs support. When a pitch needs a strong strategy. When a brand needs a clearer direction.

Selected Experience

Freelance Strategist · 2011 – present

Independent strategy and consulting for agencies and brands across brand strategy, communication, consumer insights and new business.

Freelance Senior Strategist · Leo Germany · 2020 – present

Strategic support for Ferrero and other brand accounts, as well as agency pitches and new business.

Freelance Senior Brand Strategist · Serviceplan One · 2014 – 2019

Strategic lead for Lufthansa and Miles & More across global CRM, dialog marketing and customer communication.

Freelance Pitch Strategist · Havas Media · 2012 – 2016

Strategic support for agency pitches across a broad range of industries and categories, from consumer insights and positioning to communication strategy, pitch narratives and presentations.

Senior Brand Strategist · Leo Burnett · 2010 – 2014

Brand and communication strategy, consumer insights and client consulting for brands including Landliebe, Kellogg's, Fiat, General Motors and Philip Morris.

Senior Brand Planner · McCann Worldgroup · 2004 – 2010

Brand strategy, client consulting and new business for brands including Nescafé, Nestlé Cereal Partners, Caro Kaffee, Coty's fragrance portfolio and tetesept. Co-founder of Magic Hat, McCann's kids & youth marketing division.

Selected Agency Partners & Brands

Atelier Markgraph · Leo Germany · Cocomore · Havas Media · Havas Germany · Leo Germany · Leonhardt & Kern · Liganova · McCann Worldgroup · Nordisk Büro · Nordpol+ · Pink Carrots · Saatchi · Serviceplan One · Syzygy · Wundermann

Alno · Ariel · Bosch · Commerzbank · Consorsbank · Continental · Coty Lancaster · Danone · Eurowings · Ferrero · Garnier · Kellogg · kinder · Landliebe · Langnese-Iglo · LG · Lufthansa · Miles & More · Milkana · Mondelez LU · Mon Chéri · Nestlé · Nivea · nutella · Opel · Paypal · Premier Inn Hotels · Ratiopharm · Rocher · Romantik Hotels · Samsung · Sanofi · Seat · Störmer Küchen · Subaru · Toyota Kinto · TUI Cruises · Vileda · Vorwerk