## **CURRICULUM VITAE**

Personal Details	
<u>Name:</u> Maiden Name:	Karin Elsaesser Schurr
Address:	P.O. Box 27278 Dubai, UAE Tel.: 056 6906394
E-Mail:	karin_elsaesser@gmx.de
<u>Nationality:</u> <u>UAE Visa Status:</u>	German Resident (Sponsor: Husband)
Education	
Oct. 1996 – Oct. 2000	University of Applied Sciences Pforzheim, Germany (Business School) Business Management, Major: Marketing Exam: "Diplom"
Aug. 1992 – June 1994 and Aug. 1984 – July 1991	Gustav-Stresemann-Gymnasium, Schmiden, Germany Exam: Abitur
Aug. 1991 – May 1992	Stanton High School, Stanton/ND, USA Exam: Graduation
Employment Experience	
July 2009 – now	Relocation to Dubai, Career Break/Maternity Leave
July 2008 – June 2009	Deutscher Sparkassen Verlag GmbH, Stuttgart, Germany Head of Marketing and Consulting Bank Card Systems In charge of a team of four marketing managers and six consultants that market debit and credit cards to the savings banks of the biggest financial group in Europe (B-2-B) and their clients (B-2-C)
March 2006 – June 2008	Deutscher Sparkassen Verlag GmbH, Stuttgart, Germany Senior Product Manager Youth Marketing Programs Responsible for launch and constant development of various integrated customer acquisition and loyalty programs for different target groups (0- to 30-year-olds) including events, partner management, magazines, web portals, mailings and newsletters, advertising material, school books and DVDs, Europes biggest student stock market training as well as a start-up business learning game; assisted by one product manager and two product management assistants
February 2002 – February 2006	Deutscher Sparkassen Verlag GmbH, Stuttgart, Germany Marketing Manager Bank Card Systems Developed B-2-B and B-2-C communication for launch of special debit cards with electronic signature and managed pki solutions using all communication channels including public relations
March 2001 – September 2001	Sun Life Financial, Toronto, Canada Customer Relationship Management Consultant Developed a best practice relationship management model for the leading insurance company

June 2000 – October 2000	Micro Compact Car smart GmbH, Renningen, Germany A DaimlerChrysler Company Thesis ("Diplomarbeit") "Concept for the personalization of the website with the main focus on building a relationship with potential smart customers"
April 1999 – May 2000	IBM Informationssysteme GmbH, Stuttgart, Germany Assistant Business Shows Department (part time) Main focus on communication for and organisation of IBM particiation in CeBIT, the worlds leading IT fair
Aug. 1999 – Sept. 1999	<b>OgilvyOne, London, England</b> <b>Intern</b> Run through various departments of the advertisting agency
Aug. 1998 – March 1999	IBM Informationssysteme GmbH, Stuttgart, Germany Intern Business Shows Main focus on communication for and organisation of IBM particiation in CeBIT, the worlds leading IT fair
July 1997 – Aug. 1997	Deutsche Bank AG, Stuttgart, Germany Assistant Investment Banking
Nov. 1996 – May 1997	Foerster Immobilien, Pforzheim, Germany Assistant Real Estate Agent (part time)
July 1996 – Sept. 1996	Deutsche Bank AG, Stuttgart, Germany Service Representative
July 1994 – June 1996	Deutsche Bank AG, Stuttgart, Germany Apprentice Bank Clerk
Language Skills	
English: German: Spanish: French: Latin:	fluent in spoken and written (Business) English native tongue basic school-knowledge basic school-knowledge basic school-knowledge
Computer Literacy	
Good Knowledges: Knowledges:	MS Office, Lotus Notes SAP CRM, Sales Force, CMS, Wordpress
Special Knowledges	
April 2004 – April 2006	Participant in High Potential Program of Deutscher Sparkassen Verlag GmbH

Dubai, January 9<sup>th</sup>, 2012

Karin Elsaesser