

CURRICULUM VITAE

Personal Details

Name: Karin Elsaesser
Maiden Name: Schurr

Address: P.O. Box 27278
Dubai, UAE
Tel.: 056 6906394

E-Mail: karin_elsaesser@gmx.de

Nationality: German
UAE Visa Status: 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

