



“Entrepreneurial, Digital Spirit. Hands-on Digital Leader with 15 years of extensive Digital Customer Journey Strategy & Optimization for all its digital (and Omnichannel) touchpoints. Expert within Lead Acquisition, high Paid Media budgets handling, Digital & Content Experience, Customer centricity, UX/UI, APP, Analytic, CRM and Customer Journeys and Technological ownership. Highly performance & data oriented. Connector & Facilitator - comfortable in startup & matrix environments. Technology stack implementing expert (Salesforce AEM, Microsoft, etc). Evangelist for Change & Transformation. Agile Mindset, used to work in fast-paced & collaborative work environments.



VERENA EXENBERGER

<http://es.linkedin.com/in/verenax>

Head of Digital @ IDM Southtyrol

Since September 2020 – actual job

- In charge of Digital Product Development, Customer Experience, CRM, SEO, Analytics and Digital Strategy using best-in-class technology stack & Customer centric Digital user Experience
- Full Customer Journey Ownership
- Digital Transformation for a whole Italian region
- Change generator, Teamlead of 15 people

Chief Digital Officer @ Pronovias

July 2018 – August 2020

- Ownership Digital Business Customer Journey (Omnichannel)
- Product Development Ownership
- Driving the Omnichannel Consumer Journey from Traffic (Organic & Paid) to Engagement, to Conversion, to Loyalty
- Ownership of CRM Strategy & Data excellence
- B2C & B2B responsibility
- Digital Trainings for Partners (Wholesalers)
- Teamlead of 20 people

Chief Digital Officer @ Parfois

July 2017 – June 2018

- In charge for Parfois' eCommerce Channel
- Driving the Omnichannel Consumer Journey from Traffic (Organic & Paid) to Engagement, to Conversion, to Loyalty
- Ownership of CRM Strategy & Data excellence
- B2C & B2B responsibility
- eComm Logistics ownership
- Teamlead of 25 people

EDUCATION

Strategic Innovation

ESADE 2020
Executive Program

Master in Digital Business,
University of Barcelona 2010

Graduate Degree in Entrepreneurship
Management Centre Innsbruck, Austria,
2003 – 2007

COFC, College of Charleston, USA
January – December 2006, Erasmus

Universities Beijing & Shanghai –
“China Know How” 09/2005

eCommerce Strategy Manager @ Nestlé Spain B2C & B2B2C

August 2013 – July 2017

- Reporting directly to the Head of Corporate Sales
- Corporate Digital Transformation connecting Marketing, Trade & Sales for Nestlé's 43 Brands towards Nestlé's global eCommerce Strategy
- E2E creation & enabler of Nestlé's eCommerce & Omnichannel Strategy & its "Talk the Walk" internally and monthly top2tops with key Stakeholders
- Customized eCommerce training for 250 people – 230 hours, together with ISDI (Spain's leading digital business school)
- Activation of the Digital Experience & Consumer Journey - from Awareness (Media, SEA, Social, Buy Now) – Connect (Content) – Convert (eCustomer Management, Commercial planing) & Loyalty (Shopper data & insights, Coupons, Beacons)
- Teamlead of 7 people

I am/was teaching Digital & eCommerce at the following universities:

@ UAB (University of Barcelona - Master in Digital)

@ TBS (Toulouse Business School - Master in Marketing)

@ The Valley Digital School (Master in Digital)

Head of Digital @ GROUPALIA B2C September 2010 – July 2013,

150 Mill yearly revenue, 6 Mill monthly visits, monthly user acquisition of 100.000 leads.

Teamlead of 15 experts leading the whole Digital Customer Journey

Marketing Manager at Infojobs International, 2008 – 2010 B2C, www.careesma.com

leading job boards in Italy, Spain, Poland, Austria & India. Digital & Offline Strategy