

Franz Drack

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Brand Strategist & Marketing Executive

Consumer, Youth Culture and Lifestyle Goods

Global marketing leadership / International experience – Vienna, Stockholm, London, Munich

High-impact marketing executive with proven track record for accelerating brands and driving successful marketing strategies on local, regional and global scale. Conceived and executed programs impacting thinking with out-of-the-box creativity and hands-on approach to drive change within brand teams and organizations.

Executive attributes include tenacity, focus and a leadership style that builds collaborative high performing teams in international settings. Strong communication, negotiations, and relationship skills securing resulting in visible results and buy-in. Extensive global network across retail, creators, VIP/celebrity, media and thought leaders. Knowledge in expertise in...

- Global Marketing Strategy
- Innovation Management
- Brand Storytelling
- Lead Market Steering
- Communication Strategy & end to end development
- Digital Marketing
- Content Marketing Deployment
- Lead Management & E-Commerce
- E-Commerce & Omnichannel
- Media & PR strategies
- Team Leadership

PROFESSIONAL EXPERIENCE

05/2015 – present **LEGO I Munich** **Brand Director EUC**

- Responsible for Boy Themes and IPs (Star Wars, DC Comics, Marvel etc.) representing 73% of EUC business.
- Initiated and led European project to drive customer lifetime value and retention for LEGO.
- Lead a global cross-functional project to identify growth opportunities beyond the construction brick.
- Leading digital and content marketing strategy for EUC (team of two direct reports).
- Driving change management project within marketing team.
- Budget and market responsibility for Germany, Austria and Switzerland.
- Five direct reports, P&L responsibility of 370m EUR.

05/2008 – 04/2015 **The Absolut Company I Stockholm & London**

05/2013 – 05/2015 : **Global Marketing Director Absolut Vodka**

- Shifted communication model to experiential, editorial and digital through new global brand campaign 'Transform Today' in order to successfully recruit millennials into the franchise (with strong results in all four key markets).
- Developed brand strategy playbook with strategic framework, visual brand identity, portfolio, communication and retail strategies.
- Developed Global Brand Experience Framework and Influencer Network to drive brand advocacy.
- Acted as change agent to enable the marketing team and organization strong experiential and content based thinking, adapting structure (editorial team) and processes.
- Six direct reports, P&L responsibility of 1,1bn EUR.

06/2011 – 04/2013: **Global Marketing Manager Absolut Vodka**

- Launched social media driven global collaboration with Swedish House Mafia resulting in 54 million views on YouTube driving sales by + 6 % in the US in the first 6 months.
- Successfully led innovation project from product idea to global launch working closely with design agencies and markets.
- Two direct reports.

05/2008 – 05/2011: **Area Director Central Europe**

- Enabled German market to grow +14 % through a business development project putting forward a new media approach, package size and promotional strategy.
- Assured execution of global strategies for pricing, portfolio and route to market.
- One direct report, P&L responsibility of 400m EUR.

10/2004 – 04/2008 **MAXXIUM Deutschland GmbH I Vienna** **Marketing Manager for Absolut Vodka, Jim Beam and 7 other brands**

- Management of 4 brand owners and steering of a local distribution partner.
- Grew ABSOLUT VODKA by 68% in 3 years through consistently executed strategy and close collaboration with sales force.
- Two direct reports, P&L responsibility of 13m EUR.

07/2003 – 07/2004 **Unpaid Leave**

- Social work in India, travel in Tibet, Australia and New Zealand.

06/2002 – 06/2003 **p2media AG | Vienna**

Marketing Manager for p2 (p2underwear, p2cosmetics)

- Achieved sales turnaround through streamlining assortment and stores.
- Developed international brand strategy, operational guidelines for Germany and Austria.
- Five direct reports.

03/1999 – 04/2002 **L'Oréal Paris | Vienna**

Senior Product Manager for GARNIER

- Successfully managed Garnier portfolio locally implementing campaigns & promotions.

01/1998 – 02/1999 **The Coca-Cola Company | Vienna**

Research Assistant

- Actively supported marketing decisions on flavour launches, channel programs and brand tracking.

EDUCATION

1992 - 1998	MBA in Commerce University of Economics and Business Administration Vienna (WU-Wien) Specialisation: Marketing, advertising and marketing research Thesis: Strategies & Tools for the Marketing of Popular Music
1997	Exchange Student University of Greenwich, UK Specialisation: Strategic Management
1995 - 1996	Exchange Student Lyon Graduate Business School, France Specialisation: Marketing and Corporate Finance

PERSONAL SKILLS & INTERESTS

Languages
German: Native
English: Fluent
French: Fluent
Swedish: Basic

Computer skills: PC and MAC, MS Office, Keynote, Adobe Illustrator & Photoshop, Wordpress.

Interests: Human centred design, music, fashion, contemporary art, start-ups and technology, travelling, sailing and marathon running.

KEYNOTES & INTERVIEWS

2016	„Smart disruption at scale – How to accelerate legacy brands“ (Web Link) Keynote at Virgin Marketing Executive Workshop in London, June 4th 2016
2015	„From brand campaign to brand interface – rethinking integrated marketing campaigns“ Chapter in a yet untitled marketing textbook to be published spring 2017
2015	“Designing a global brand relaunch” Keynote at Le Book Connections, Paris, France, March 18th
2014	“Merging Content and Experiential Marketing to drive powerful brand stories” Keynote at CMO EU Conference, Mulberry, UK, October 17th
2014	“How To Keep A Cult Brand Hot: Recruiting The Next Generation Of Absolut Fans. “ Keynote at Marketing Rockstars Conference, Graz, Austria, May 8th
2013	“On the dos and don't of marketing” (Web Link) Interview for Venture Village
2013	“ABSOLUT Greyhound: Connecting a cool brand with Millennials“ (Web Link) Interview with Joeri van den Bergh, author of „How cool brands stay hot“.