

# Franz Drack

Canisiusgasse 21A/22, 1090 Wien, Austria • +43 699 100 24 24 3

Austrian citizenship • Born January 10th 1973

[franz.drack@me.com](mailto:franz.drack@me.com) • skype: franzdrack • <http://www.franzdrack.com>



## Experienced Marketeer and Brand Growth Strategist

FMCG, Luxury and Lifestyle

International experience – Vienna, Stockholm, London, Munich

High-impact marketing executive with proven track record for accelerating FMCG and lifestyle brands that have consistently grown volume, market share and profitability. Start-up plus corporate experience in a range of global, regional and local country roles. Conceived and executed programs with out-of-the-box creativity and hands-on approach to drive change within brand teams and organizations. Enabling smart disruption at scale through empowerment, radical collaboration and design thinking.

Executive attributes include tenacity, focus and a leadership style that builds collaborative high performing teams in international settings and across multiple locations. Strong communication, negotiations, and relationship skills combined with analytical abilities and an entrepreneurial mindset. Extensive global network across brands, media, creators and thought leaders. Knowledge and expertise in...

- Brand Strategy
- Stakeholder Management
- Media Management
- Strategic Business Development
- Digital Marketing
- People Development & Management
- E-Commerce
- Communication Development
- Agile Ways of Working
- Performance Marketing
- Brand Partnerships
- Start-up Management

## PROFESSIONAL EXPERIENCE

12/2018 – 01/2021 **J. Hornig Coffee | Vienna ([www.jhornig.com](http://www.jhornig.com))**

### CMO – Head of Marketing

- Responsible for international Marketing and E-Commerce, reporting to the CEO.
- Setup and expansion of marketing office in Vienna (from 2 to 8 employees).
- Rework of strategic business plan, brand positioning and communication platform (brand work, campaign development, shoots).
- Steering of marketing mix as well as communication efforts offline and online (display, SEO/SEA, social media, Influencer, traditional media, PR).
- Successful scaling of own online store and international market place presence (Amazon).
- Setup of innovation funnel and launch of category disruptions like „Cold Brew Sparkling Orange“.
- Implementation of OKRs and agile ways of working

07/2017 – 12/2018 **Kamarg Backpacks | Munich & Vienna**

### Owner and Founder

- Successful re-launch of Austrian vintage backpack brand Kamarg.
- Creation and scaling of successful “direct to consumer” e-commerce business via crowd funding, performance marketing and content marketing.
- Nominated for Austrian award “PR Panther” for best PR launch of 2017.
- Involvement phased out in December 2018 with handover to partners with now fully outsourced operations, production and logistics.

05/2015 – 06/2017 **LEGO Group | Munich**

### Brand Director EUC

- Responsible for Boy Themes and IPs (Star Wars, DC Comics, Marvel etc.), 73% of EUC business.
- Initiated and led European project to drive customer lifetime value and retention for LEGO across all consumer touch points.
- Developed GTM strategy and seasonal product campaigns in close collaboration with other departments.
- Led a global cross-functional project to identify growth opportunities beyond the construction brick.
- Created high performing brand team through assertive leadership as well as talent development efforts.
- Budget and market responsibility for Germany, Austria and Switzerland.
- Five direct reports (team of 9)

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

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

- Shifted communication model to experiences, content stories and digital amplification through new global brand campaign 'Transform Today' in order to successfully recruit millennials into the franchise (with focus on US & China)
- Developed brand strategy playbook with strategic framework, visual brand identity, portfolio, communication and retail strategies as well as activation toolkits.

- Introduced a stage gated innovation process and accelerated commercial/tactical innovation program.
- 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 (team of 18)

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 global consistency and local relevancy for pricing, portfolio and route to market through close collaboration and co-creation with markets.
- One direct report

10/2004 – 04/2008 **MAXXIUM Deutschland GmbH | 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

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)**

- 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

## PERSONAL SKILLS & INTERESTS

---

**Languages:** German: Native / English: Fluent / French: Advanced / Swedish: Basic

**Computer skills:** Google Ads, Google Analytics, Chrome OS, Facebook Ad Manager, Adobe Indesign & Photoshop, Wordpress, Ms Office

**Interests:** Retro tech, start-ups and technology, volleyball, running, travelling, (UX) design, contemporary art

## KEYNOTES & SPEAKER ASSIGNMENTS

---

- 2019 „The lost art of brand building – Driving brand equity and conversions“  
Keynote @ Fifteen Seconds Alps Workshop, 16-18. Oktober
- 2017 „From brand campaign to brand interface – rethinking integrated marketing campaigns“  
Keynote @ Eyes & Ears Konferenz München, 12. Oktober
- 2016 „Smart disruption at scale – How to accelerate legacy brands“ ([Web Link](#))  
Keynote @ Virgin Marketing Executive Workshop in London, 4. Juni
- 2015 “Designing a global brand relaunch”  
Keynote @ Le Book Connections, Paris, Frankreich, 18. März
- 2014 “Merging Content and Experiential Marketing to drive powerful brand stories”  
Keynote @ CMO EU Conference, Mulberry, Großbritannien, 17. Oktober
- 2014 “How To Keep A Cult Brand Hot: Recruiting The Next Generation Of Absolut Fans. “  
Keynote @ Marketing Rockstars Conference, Graz, Austria, 8. Mai
- 2013 “ABSOLUT Greyhound: Connecting a cool brand with Millennials“ ([Web Link](#))  
Interview mit Joeri van den Bergh, Autor von „How cool brands stay hot“.