

# Oliver Holzmann

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Accomplished marketing executive with 15+ years of experience leading successful global & regional teams & cross-functional departments – specializing in Consumer Goods, Sports, Culture, Athletes, & Event Marketing.

Analytical and results-oriented leadership driving creative conceptualization, development of product and go-to-market strategies, and execution of roadmaps. Broad knowledge of brand building and equity development.

Fluent in German & English. Masters in Marketing & Communication, with a background in Business Administration and Management.

## Experience

Global VP of Marketing, Black Diamond Equipment  
Salt Lake City, UT | 2020 – 08/2023

- Developed and led strategic roadmaps to establish a consumer-centric mindset as the organizational, global focus.
- Streamlined brand architecture across all sales channels (e-commerce, owned retail, wholesale) through aligned execution of full-funnel marketing activities.
  - Increased YOY web traffic +20%.
  - Outpaced competition on social media audience growth rate +5% YOY.
  - Average campaign ROI above 4:1.
  - Drove direct purchase results +19% AOV and ROAS of 6.5 – exceeding e-commerce KPIs.
  - Athletes' portfolio optimization resulted in increased ad value, and a promotion quality score of 40+%, driving millions of interactions on branded content.
- Spearheaded a comprehensive and differentiated global brand marketing strategy grounded in vision, mission, positioning, and core values. Championed these principles to lead marketing department and broader organization.
- Engineered and directed athlete, experiential, content, and social strategies, in alignment with go-to-market strategy, product, and sales objectives.
- Led data and analytics-driven decision-making process by continuously optimizing marketing's financial resources; and strategically modeling performance, market conditions, and projections to maximize ROI. Managed budgets successfully, led cost-effective campaigns, and improved overall departmental performance.

VP of Marketing, Red Bull North America  
Los Angeles, CA | 2015 - 2019

- Oversaw strategic planning and execution of marketing mix initiatives within 20 western US states.
- Supervised staff of 75+ cross-functional team members across communications, sports, athletes, events, advertising, brand, retail, culture, music, artists, consumer-collecting, collegiate, and digital marketing areas. Generated and distributed content for Red Bull Media House.
- Increased annual trade sales by 5% and reached 1B in \$ sales in North America by 2018.
- Defended #1 market position for dollar share (38%).
- Maintained aided awareness of +90%

## Head of Culture & On-Premise Marketing | 2011 – 2015

- Formulated a highly successful on-premise marketing strategy in N. America, later adopted globally, to promote brand recognition in areas of entertainment & nightlife.
- Secured premium position as #1 energy drink in nightlife and was named one of the most respected brands in music & culture by entertainment media.
  - Increased YouTube Music Channel views by 50% & overall music web traffic by 150%.
  - Lifted +5% brand image attribution growth connected to artists and music events.
  - Drove innovation by building a digital promotion and revenue platform for up-and-coming musicians and bands attracting 250K program participants.
  - Led creation and execution of critically acclaimed and owned music festivals, 30 Days in LA, and Red Bull Music Academy Festival (NY), averaging 30K attendees per event. Designed an integrated festival marketing campaign that generated 75MM+ media impressions YOY.

## Head of Marketing, Red Bull Latin America Sao Paulo, Brazil | 2009 – 2010

- Directed daily operations for Latin America Marketing organization & oversaw the delivery of annual marketing plans. Supported team development & strategy execution to six key markets: Brazil, Mexico, Columbia, Chile, Argentina, and Peru.
- Built complete marketing structure, established clear operational principles and performance targets.
- Achieved revenue goals in close collaboration with executive team by driving brand awareness, consideration, and conversion through local sales and marketing initiatives.

## Additional Experience

- Global Head of Culture Marketing, Red Bull International, Salzburg, Austria; 2006 - 2008
- International Motor & Sports Marketing Manager, Red Bull International, Salzburg, Austria; 2004 - 2006
- National Motor & Sports & Culture Marketing Manager, Red Bull, Munich, Germany; 2000 - 2003
- Professional Snowboarding Athlete, German Halfpipe Champion, World Ranking List Top Ten

## Areas of Expertise

Brand Positioning  
Sport, Culture & Athletes Marketing  
Marketing Strategy  
360 Marketing Campaigns  
Content Creation & Distribution

Digital Marketing & Social Media  
Management  
User Engagement & Experiences  
E-commerce & Transactional  
Experience

Cross Cultural Communication &  
Leadership  
Talent Development  
Data Analysis  
General Business & Financial  
Stewardship

## Education

Master in Marketing and Communication Academy of Communication, Stuttgart, Germany  
Business Administration and Management University of Augsburg, Augsburg, Germany