

Global Chief Marketing Officer with 20+ years of experience building and scaling brands across North America, Europe, Latin America, and the Middle East. Proven at designing and governing global brand architectures, go-to-market strategies, and full-funnel marketing systems that convert cultural relevance into sustained commercial performance. Brings rare depth in balancing global coherence with local relevance, enabling organizations to grow internationally without diluting brand equity.

Experience

Chief Marketing Officer, Gorilla Energy
Los Angeles, CA & Dubai UAE | 12 /2024 – YTD

- Built and deployed a globally unified brand architecture and positioning platform, aligning mission, vision, and values across markets
- Led global full-funnel launch of new SKUs, with one innovation becoming a top-three performing product worldwide within six months
- Designed and executed market entry strategies for Turkey and the UAE, anchored by a flagship Dubai launch generating 235M+ media impressions and \$5M+ earned media value
- Designed and operationalized a scalable marketing operating model spanning brand, performance, influencer, sponsorship, and trade marketing
- Contributed to 25%+ global growth through disciplined brand leadership and cross-market alignment

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

- Led the global marketing strategy across DTC, retail, and wholesale channels
- Increased YOY web traffic by 20% and outpaced category competitors in social audience growth
- Delivered average campaign ROI above 4:1 and ROAS of 6.5 across e-commerce initiatives
- Streamlined brand architecture and championed a consumer-centric operating model across regions
- Partnered with product category managers on product development, identifying brand builders and commercial drivers
- Engineered and directed athlete, experiential, content, and social strategies, in alignment with go-to-market strategy, product, and sales objectives.

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
- Led and scaled a 75+ person cross-functional marketing organization spanning brand, culture, sports, events, media, retail, and digital platforms
- 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 and scaled the on-premise marketing strategy across North America, later adopted globally to anchor brand leadership in nightlife and entertainment
- Established the brand as the #1 energy drink in nightlife, earning top-tier recognition across music and culture media
- Increased YouTube Music Channel views by 50% and overall music web traffic by 150%, driving +5% brand image attribution tied to artists and music events
- Built a digital promotion and revenue platform for emerging musicians, attracting 250K participants, and led owned music festivals (30 Days in LA and Red Bull Music Academy NY), averaging 30K attendees and 75M+ media impressions annually

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

Areas of Expertise

Brand Strategy & Positioning | Marketing Strategy | Go-to-Market Systems

Sport, Culture & Athlete Marketing | Artist Marketing | Influencer Marketing | Content Platforms

Digital Marketing | Social Media | E-commerce & Transactional Growth

Cross-Cultural Leadership | Talent Development | Data-Informed Decision Making

General Business & Financial Stewardship

Education

- Master's in Marketing & Communication - Academy of Communication, Stuttgart, Germany
- Business Administration & Management - University of Augsburg, Augsburg, Germany

Additional Information

- Fluent in German & English.
- Former professional snowboard athlete: German Halfpipe Champion and ranked Top 10 globally in halfpipe competition (multiple seasons).