



## **Martin Paul Lowe**

**your brand consultant**

resumé aug-sep 2001

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postal	kapellstrasse 17, 40479 düsseldorf, germany
nat/ born	british, born 19 <sup>th</sup> july, 1971 (age 30)

### **Career**

now 05.01	<b>FutureBrand, Düsseldorf – World leading branding firm (700+pers)</b> <b>Board director responsible for brand consulting</b> Signed up 800m\$ Nestlé brand into agency Extensive Brand Strategy in internet services, retail and vitamins projects I look forward to using my skills: relationship management, brand strategy & new business. am trying to establish team spirit and creativity in the company, together with the creative director, to evolve from a top-down structure into a highly profitable associative business for its employees
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01 98	<b>Innovation Generator, Paris – Brand &amp; Product Consult. (40 pers)</b> <b>International marketing director</b>  <b>i) new business &gt; to delivery + surpassing of promise to client:</b> I brought world scale marketing clients in to the business and nurtured them leading multidisciplinary teams: <u>Schwarzkopf &amp; Henkel</u> structure-led innovation consulting, technical PD, based Düsseldorf <u>SanPellegrino: 800m\$ Nestlé leading superpremium brand + its portfolio</u> worldwide brand management, creation of brand world, based S Europe <u>Bayer AG</u> corp. ID + NPD, followed by organisational consulting, based Germany  Careful balancing of helicopter & ground level provoking & quality followup of work at: brief & audit, creative, production, artwork, industrial consulting
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#### **ii) marketing lead**

Leading the agency's self-branding activity, totally redefining its  
positioning, offer, and spirit, implementing through identity programmes  
including interactive digital branding, and pr  
Evangelising to all staff, and living the brand  
Best practice consulting to management board on multinational branding  
>  
Regular contributor to Marketing Week and Design Week UK magazines  
Started as Account Director on Akzo Nobel and Cirio accounts

98 95	<b>Team Creative, Paris - Brand &amp; Packaging Consultancy (120 pers)</b> <b>Consultant</b> Clients Mars worldwide (70%), Dannon worldwide (30%) Extended Mars business working as brand strategist from euro > worldwide, 2 > 6m\$ p.a. with and in a team of 12 Author of visual branding strategies incl WHISKAS (petcare) 96 and 98 Co-supervisor of worldwide rollout of same 98 Hands-on project management on multinational jobs, brief to print Reporting to ceo on overall client service management for Mars Brand planner on Dannon accounts > Started as Assistant Accounts & Production Manager
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94 19 mths

**Design Bridge, London - Multinational design firm (100+ pers)**

**Assistant to ceo**

Followed ceo on all projects, discovered how design relates to positioning & consumer typology, competitive set, market trends  
Ceo associated admin. and worldwide executive co-ordination  
Became an international sales person for the co.  
adding KJS (AU), KJS (DE), and initiating a number of further openings  
Entrusted with tracking sales activity of accounts staff  
Press, P.R. and recruitment contact person  
Tasked with numerous missions in Europe on sales and store auditing
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**Glaxo Wellcome, Paris**

**Marketing Trainee, OTC**

Hands-on grounding in pharmaceutical marketing
- 92 freelance

**MV2, Paris - Operational Marketing Consultancy**

**Translator** matching global concepts to local markets

**Education**

93 – 94 College of Law, London, CPE in law course  
options in French & German business law  
93 Bristol University (3<sup>rd</sup> elite English school) Dip. Interpreting, German  
with Honours (joint 1<sup>st</sup> place)  
89 - 93 Bristol University, 2:1 Batchelor's degree  
with Joint Honours in French & German literature, 4 year course worth Master's  
91 Mainz University (Frankfurt, Germany) Grundstudium  
(first year Batchelor's) in Med. Ger. Lit.

**Languages & computer literacy**

English mother tongue  
French & German as near-mother tongues with top level business exp.  
Microsoft Word, Excel, Powerpoint (fluent), Illustrator, Photoshop (conversational),  
All major Email, Internet, ISDN packages  
Type at 120 wpm in three languages

**Freetime**

I enjoy People, Psychology, Nature & Walking, Mountain Biking, Detective novels,  
Sociology, Anthropology, Mythology, Religious belief, Gourmet food & drink

**What I like**

we work to a common goal  
honesty even if frowning  
directness & action  
walk the talk  
brand expression

**What I don't like**

we all try to do the same thing  
falseness even if smiling  
laziness & selfishness  
talk and talk  
play "power" games

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