

Ferdinand Leon Meister

Head of Business Development Iberia bei SentiOne

Summary

N/A

Experience

Head of Business Development Iberia at SentiOne

Oktober 2017 - Present

SentiOne is the Number One Social Media Listening Focused on Europe.
Everyday we work with over 750 brands on 35 European markets.

We help global and local brands track and measure consumers opinions and activities in social media.

We work with over 750 large and medium companies: Procter&Gamble, McDonald's, Nike, Unilever, Beiersdorf, Tesco, Starcom, Mindshare, Mediacom or Saatchi&Saatchi.

Every day we help our customers:

- collect real-time consumer insights
- boost online sales by finding hot social leads
- measure reach of online campaigns
- control brand online reputation
- improve webcare
- identify brand ambassadors
- track social media KPIs

We're the only Social Listening Company able to deliver instant, high quality local data from 35 European markets.

See more at: <http://sentione.com>

Active as Business Development Specialist DACH from 10.2017 to 02.2018

- Lead generation and appointment setting
- E-mail marketing activities
- Responsible for sales campaign development
- Other sales activities

Active as Head of Business Development Iberia from 02.2018

Practice-based project at Sky

September 2017 - Februar 2018 (6 Monate)

Practice-based project between Hochschule Fresenius München and Sky Deutschland. The objective of the project is to get more information about the target group and the common consumption drivers within our society.

Experiences in :

- Leading project manager
- Strategic project management and planning
- Responsible for the contact between the university and Sky
- Target group and market research

Business Intelligence and Data Analysis Working Student at Steinhoff International

Oktober 2016 - Juni 2017 (9 Monate)

Steinhoff International is a South African international retail holding company that is dual listed in Germany. Steinhoff International Holdings N.V. manufactures, sources, and retails furniture, household goods, general merchandise, and automotive products in Europe, Australasia, the United States, and Africa. The company retails appliances, home accessories, consumer electronics and technology goods, building materials, and DIY products and accessories; and clothing, footwear, personal accessories, cellular products, and financial services. It also provides new and pre-owned vehicles, parts, insurance, accessories, servicing, and car rental services.

Experiences in :

- Business Intelligence and Data Analytics
- Responsible for monthly- & quarterly reports
- CRM and data organisation activities
- Market research activities

Brand Management Intern at La Sociedad, Comunicación y Publicidad

Juni 2016 - Juli 2016 (2 Monate)

Brand Management Intern of White Waves brand SILK in Mexico City

Sales Intern at Foli De México S.A. de C.V.

März 2016 - Mai 2016 (3 Monate)

Foli de Mexico S.A. de C.V. provides printing solutions. The Company offers commercial printing, printers, and lithographic process. Foli de Mexico serves customers like P&G, Bayer, Telefonica or McDonald throughout Mexico.

Experiences in :

- Business to business (B2B)
- Resolve customer complaints regarding sales and service
- Monitor customer preferences to determine the focus of sales efforts
- Project sales and determine the profitability of products and services
- Managing internal projects

Digital & E-Commerce Intern at TVN S.A.

November 2015 - März 2016 (5 Monate)

TVN Group (TVN S.A.) is a Polish media and entertainment group established in 1995 as TVN Sp. z o.o. In 2004, with its debut on the Warsaw Stock Exchange, the company became a public limited company. Since 2015 the company is no longer listed on the Stock Exchange.

TVN is the leading media group in Poland which belongs to American media company Scripps Network Interactive (SNI) - one of the leading developers of engaging lifestyle content for television, the Internet and emerging media platforms. SNI's global networks reach millions of consumers across North and South America, Asia, Europe, the Middle East and Africa.

Experiences in :

- Marketing department
- Investment department
- Sales department
- Strategic planning of projects involving new technologies (Virtual Reality and 360° technology)
- Market research

Brand Management Intern at Sport Lisboa e Benfica

Oktober 2015 - Oktober 2015 (1 Monat)

Experiences in :

- Benchmarking
- Operational Marketing
- Merchandising
- Digital marketing contents

Education

Hochschule Fresenius University of Applied Sciences

Bachelor, Business, Management, Marketing und verbundene unterstützende Dienste, 2016 - 2019

Gymnasium Neubiberg Munich, Germany

Abitur, 2010 - 2015

Colégio Humboldt São Paulo, Brazil

2003 - 2010

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[Contact Ferdinand Leon on LinkedIn](#)