MARIE CORDES
mcordes.mam2021@london.edu   +49 151 17246065

EDUCATION

2020 - 2022 **London Business School, London, UK**
Master of Science in Analytics and Management
- Classes: Data Science, Machine Learning, Applied Statistics, Data Visualisation, Data mgmt.
- Tech & Media Club (VP Elevate & Skills) and Music Club (Head of Connections) Executive Committee positions

2016 - 2019 **WHU - Otto Beisheim School of Management, Vallendar, Germany**
Bachelor of Science in International Management and Business Administration
Final grade: 1.1 (top 5%) [scale from 1-5, 1.0 being best]

2018 - 2018 **Tulane University A. B. Freeman School of Business, New Orleans, USA**
Semester abroad, GPA: 4.0 (Dean's List) [scale from 4-0, 4.0 being best]

2007 - 2015 **Gymnasium Vegesack (High School), Bremen, Germany**; Final grade: 1.2 (top 5%) [scale from 1-5]

BUSINESS EXPERIENCE

2020 - 2020 **MCKINSEY & COMPANY, Berlin, Germany**
Fellow Intern (3 months, received full-time offer)
- Joined Procurement transformation of second-tier automotive supplier, achieving several millions in savings
- Led one of biggest initiatives at €1m savings potential by defining and implementing new travel policy
- Organised and held weekly workshops for Procurement leadership team to define restructuring of global Purchasing organisation, providing external best practices and internal data analysis as basis for discussions
- Collected and analysed annual indirect expenses, devising an indirect costs index to communicate client's ranking compared to industry benchmarks and identify underperforming areas with savings potential

2019 - 2019 **BEIERSDORF, Hamburg, Germany**
Multinational, leading consumer goods company with €7+ bn revenues, headquartered in Germany
Intern in Global Brands Controlling for NIVEA and Labello (3 months, received full-time offer)
- Established 5-year strategic financial review of all NIVEA and Labello brand categories covering multiple billion euros, synthesised trends and implications and delivered results to SVP Finance Europe
- Responsible for global, strategic 5-year review of one high-priority brand category delivered to CEO and board
- Supported an internal campaign tracking project to restructure SAP reporting structure within R&D Controlling
- Conducted global data analyses and derived strategical insights, focusing on SoI KPIs, growth figures and inter-company prices with responsibility for monthly reporting updates and advising innovation mgmt process

2019 - 2019 **AXEL SPRINGER DIGITAL, Berlin, Germany**
Europe's leading digital publisher; (print) media and technology company
Intern in Strategy, Pricing & Monetization inhouse consultancy in Investment & Growth Unit (3 months)
- Constructed Excel-based pricing tool, optimising ad prices for a German radio station; created Excel-based sales tool to support an Israeli online ads portal's sales force in offer generation and client communication
- Ran survey and company data analyses to identify USPs and pricing potentials for hybrid real-estate agents
- Supported projects and workshops for European, American and Asian companies within AS investment portfolio, incl. matters of sales incentives, sales force restructuring and monetisation opportunity generation

2018 - 2018 **SIMON-KUCHER & PARTNERS, Frankfurt/Main, Germany**
Global leading consulting firm specialised in Strategy, Marketing and Pricing
Associate Consultant in Software/Internet/Media and Banking Divisions (3 months)
- Created and presented a 5-year profitability business case considering a several million euros investment for B2B and SaaS pricing project within Denmark's largest bank, succeeding a full-time consultant
- Ran analyses on international competitors' platform economies, further examining third-party providers and PSDII impact to establish a value-based monetisation concept for a financial dashboard software solution
- Conducted price and value benchmarking on treasury mgmt and cashflow forecasting software solutions

2017 - 2017 **SOUNDBRENNER LIMITED, Hong Kong**
Music-tech and IoT start-up
Intern in Marketing and Sales (3 months)
- Established and implemented own Social Media plan with 100+ posts on 5 channels incl. Instagram, Facebook
- Created PR strategy and content plan incl. bi-weekly newsletters and public announcements for newspapers
- Conducted market research and competitor analyses for South America to commence market entry

ADDITIONAL INFORMATION

- **Technical skills:** Proficient in Excel, Analysis for Office; intermediate in R, Tableau; basic in SQL, Python
- **International experience:** 2-week study trip to Guangzhou, China and Hong Kong (05/2017), Au-pair in Bedford, UK (08/2015, 9 months), 3-week student exchange to Chugiak High School, Anchorage, Alaska, USA (03/2014)
- **Scholarships:** Studienstiftung des deutschen Volkes (since 04/2018), e-fellows.net (since 02/2019)
- **Student Research Assistant WHU**: Institute of Management Accounting & Control; researched and analysed CFO data, organised and implemented study trip to China for lower class, evaluated bachelor theses (1 year)
- **Career Scout at WHU:** Assisted university's career center with events and student communication (3 years)
- **Enactus WHU:** Developed project in student-led international NPO connecting artists and children's hospital
- **Languages:** German (Native), English (Business fluent)
- **Hobbies:** Travel, photography, concerts and musicals, choir and piano, fitness, yoga and dancing