

# REGINE HEIMERS



## CONTACT



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## EDUCATION

### PH.D. | CONSUMER BEHAVIOR

Georg-August-University Goettingen, Goettingen, Germany

01.2014

02.2019

- Foci: quantitative & qualitative marketing research, consumer behavior, digital customer management
- Thesis: Customer Engagement in the German Wine Industry

### M.SC. | WINE BUSINESS

ESC Dijon Bourgogne, Dijon, France

09.2010

03.2012

- Foci: management, marketing, entrepreneurship & wine consumer behavior
- Thesis: Multi-Channel-Retailing in the German Wine Industry

### B.SC. | BUSINESS ADMINISTRATION

University of Mannheim, Mannheim, Germany

09.2007

06.2010

- Foci: international management, marketing & sales, finance, accounting & taxation, business informatics
- Thesis: Inheritance and Gift Tax in the Context of Private and Capital Companies
- Semester abroad: National Chengchi University, Taipei, Taiwan with focus on new product development & emerging markets

## SKILLS

### LANGUAGE

German: native

English: fluent

French: intermediate

Chinese: basic

### IT

Microsoft Office: very good

Statistic programs

SPSS, AMOS, MAXQDA: very good

Microsoft Dynamics NAV: very good

SAP ERP: basic

## PROFILE

I am a wine and spirits geek with excellent communication skills and a passion for data-driven marketing, customer-oriented solutions as well as creative tasks. I love to develop new projects and to proceed from concept to action. With eight years of experience in marketing research and over ten years of experience in wine and spirits, I am looking forward to a position that combines strategic and operative tasks.

## EXPERIENCE

### DEPUTY MANAGING DIRECTOR

Winery Dr. Heimers, Offstein, Germany

05.2013

06.2020

- Responsible for event management & customer care
- Responsible for a team of up to five people
- Expanded export to Asia
- Extended the sparkling wine product line
- Developed and implemented the "winemaker at your home" events

### MARKETING RESEARCH ASSOCIATE

Ludwigshafen University of Business & Society, Ludwigshafen, Germany

01.2014

01.2019

- Researched in customer management and digital customer engagement
- Created a loyalty program as an engagement platform
- Generated research funding (six-digit euro amount)
- Managed research projects of business clients:
  - I. Co-developed a wine app for vinocheck uG
  - II. Co-developed a viticulture project / a wine brand as part of Europe's largest river rehabilitation project – the Emscher renaturation

### CUSTOMER DEVELOPMENT MANAGER

Winery Markgraf von Baden GmbH & Co. KG, Salem, Germany

01.2014

04.2015

- The position was linked to my Ph.D. project
- Conducted an extensive customer analyses which resulted in the implementation of a wine loyalty program
- Optimized the CRM system (Microsoft Dynamics NAV)
- Conducted competitor analyses

### MARKETING RESEARCH ASSOCIATE

Christian-Albrechts-University Kiel, Kiel, Germany

07.2012

03.2013

- Researched in storytelling
- Developed a brand story for the business client Scheibel distillery
- Lectured in cross-cultural marketing

### MANAGEMENT TRAINEE

Remstalkellerei Wine Cooperative, Weinstadt, Germany

09.2011

02.2012

### CONTROLLING TRAINEE

Suedzucker AG, Mannheim, Germany

06.2008

08.2008

### LOGISTICS TRAINEE

Blauth Import- und Vertriebsgesellschaften mbH, Linhai, China

04.2007

05.2007