

DAGMAR KNIPP



SUMMARY

A Senior Customer Marketer helping B2C organisations become more customer-focused and experimentation-led:

- Extensive experience in Customer engagement, CX, and CRM across a variety of industries - fostering a mind-set that looks beyond best practice
- Worked eight years as Strategy Director in digital agencies where I broadened my skill-set to become more strategic, creative and insight-driven and advised top global brands from Amex to Samsung
- Led the planning and execution of cross-channel CRM campaigns and communications programmes for multi-million customer bases client-side at Disney+ EMEA and Mazda Motor Europe
- Strong skills in customer journey mapping, analysis and experience strategy that are informed by Analytics and Consumer research



EXPERIENCE

The Walt Disney Company Europe, London

Disney+ Senior Manager, Customer Strategy and Experimentation, since 02/2021 (Contract)

Responsibilities:

- Lead Customer lifecycle strategy, test & learn and innovation at Disney+ EMEA
- Managing strategy and test & learn across the regional team of five

Achievements:

- **Created a cross-functional experimentation workstream** to increase customer reach, product usage and retention. Collaborated with Analytics to identify retention drivers and achieved considerable uplift on retention-driving behaviours
- **Developed personalisation roadmap and experimentation plan** by collaborating with technical, data and legal teams and launched new targeting, segmentation and channel capabilities

The Walt Disney Company Europe, London

Disney+ Senior Manager, Customer Management (CRM), 12/2019 – 02/2021 (Contract – Maternity Cover)

Responsibilities:

- Regional lead for Onboarding & Customer Engagement at Disney+ EMEA, responsible for the strategy, delivery and optimisation of Month 1 churn, content and product feature engagement
- Team management across Campaigns, Automated communications and Test & Learn

Achievements:

- **Launched Disney+ Welcome & Onboarding Programme** (Email & Push) across 16 markets and led communications across web and CRM when launching the brand Star and new features
- **Shifted engagement approach from one-off to multi-stage, data-driven campaigns** (In-app, Email, Push) and collaborated closely with brand, media and creative teams on integrated campaigns
- **Transformed and scaled operating model and customer marketing capabilities** from one to 17 markets by partnering with marketing operations, legal, creative and analytics. This resulted in a faster speed to market and increased local market agility – enabling locally relevant experiences



Wunderman, London

Strategy Director, 03/2018-06/2019

Responsibilities:

- **Lead Customer engagement, journey, and loyalty projects** for global Retail client Shell

Achievements:

- **Created a vision and strategy for the retail app and loyalty website to increase app engagement and retention** - using insights from analytics, research, stakeholders and CX. Aligned previously disjointed stakeholders on objectives and purpose of each channel
- **Led customer journey mapping** from acquisition to loyalty, incl. qual. and quant. customer research that revealed opportunities for new touchpoints, messaging orchestration and content needs

Digitas, London (formerly LBi)

Strategy Director, 10/2010 - 03/2018

promoted in 01/2013 from Senior Strategist to Director

Responsibilities:

- **Lead customer strategy and digital experience projects on international accounts**
- Worked for brands like Samsung, Amex, PayPal, Barclays, Volvo Cars, J&J, Electrolux and UBS
- CRM Discipline leadership and upskilling of 8 virtual CRM team members

Achievements at Digitas:

- **Transformation lead for American Express Membership Rewards International:** Defined a digital transformation roadmap to improve loyalty web, app and email experiences. Drawing insights from research, analytics and user experience reviews that were established with my guidance.
- **Global Consulting lead for UBS:** Developed operating model and content transformation approach shifting from siloed content initiatives to orchestrated and measurable content excellence
- **Global CRM Strategy lead for Volvo Cars:** Defined a **customer lifecycle strategy**, a plan for customer data enrichment based on a cost-benefits analysis, and a repurchase communications programme (Automated email journeys using dynamic content)
- **Developed an insight-driven customer experience framework for Samsung Europe.** The toolkit enabled local teams to plan integrated marketing campaigns that deliver the right content and experiences for each persona along the purchase funnel

MAZDA MOTOR EUROPE, Germany

CRM & Parts Marketing Coordinator, Customer Service, 2009 – 2010

Responsibilities:

- **European after-sales CRM and Parts marketing** with the objective to retain existing customers and increase spend post-purchase

Achievements:

- **Launched a Service reminder programme** (Email, DM, SMS) to 9 countries within a tight deadline, after a successful pilot in the UK, that led to an increase in number of services and spend per service
- **Defined a multi-market customer retention programme** incl. segmentation and test & learn



MAZDA MOTOR EUROPE, Germany
CRM Process and Insight Coordinator, Marketing, 2005-2009

Responsibilities:

- **Build European CRM capabilities and deliver multi-channel customer communications**
- Supervise three project team members and three agencies (digital, creative, fulfilment)
- Manage relationships with markets, CRM technology vendor, and cross-functional stakeholders

Achievements:

- **Headed up the initial set-up and launch of an automated and personalised Customer Communications Programme** which included the development of a welcome pack, customer website, emails and direct mails and its launch in the UK and Germany, on time and on budget. Conversion from offline to online between 18-25%
- **Increased local CRM performance and inspired a customer-centric culture** by leading an in-house training programme and continuous knowledge and best practice sharing with markets
- **Led the implementation of a CRM system** in two markets, the definition and implementation of a European reporting suite that made results comparable across all markets, and successfully integrated additional data sources to achieve single customer view
- **Increased business efficiency and stakeholder satisfaction** by enhancing governance and processes as well as CRM software functionality, data quality and database performance



EDUCATION

Bachelor of Business Management (4-year degree in Marketing, Economics, HR and Finance), 1998-2002
Fachhochschule, Münster (Germany) and Ecole Supérieure de Commerce, Bordeaux (France)

2 six-months' internships in Strategy & Marketing Consulting at HPP Consulting, Frankfurt, and in the global in-house CRM team at Peugeot, Paris.



SKILLS

Languages:

German ●●●●● French ●●●●○
English ●●●●●

Professional Training:

Customer journey mapping Workshop at Forrester Research
Courses in Communication skills, Leadership, Project Management, Change Management, Presentations, Business writing in English.