

Pernille Sahl

Marketing & Event expert

Personal information

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About me

I am passionate about brands and brand building through experiences. I am agile and comfortable with change.

My curiosity and creative mind make me think in new and different ways, and challenge "how we've always done it".

I pride myself in delivering deliver high impact activities focusing on data, scale and ROI.

My openness, empathy and general people skills make me well-liked and respected.

I have lived and worked in London for 2 years, and in the US for a total of 1,5 year. Working globally throughout my career.

Skills

Marketing ■■■■■
Communication ■■■■■
Project management ■■■■■
Leadership ■■■■■

SUMMARY

Innovative Marketer with 24+ years of strategic experience in global companies. Demonstrated success in brand management, driving growth, and fostering customer loyalty especially through events. Proven track record of developing powerful events, based on data and insights that emotionally connects the customer to the brand. Passionate leader with strong collaboration skills and international marketing knowledge.

Work experience

FREELANCE MARKETER & BUSINESS OWNER | 2017 -

I have built my own Strategic Marketing business, The Marketing Whisperer, supporting companies on a freelance/interim basis. Responsibilities include digital project management, brand strategies, product launches and event planning and execution. I develop Objectives and KPIs in alignment with management teams. Create impactful customer presentations and events.

I also run and have successfully grown my other business ZENCE by Sahl, which is all about empowering individuals by learning them to balance power, performance, and rest. I do this from both online and in-person events.

TIMELIMITED CONTRACT ALDI DENMARK | SENIOR PROJECT MANAGER | ALDI DENMARK | 2021-2022

I was hired in as consultant to help in MarCom turn the ALDI image around. I was responsible for the development of strategic concepts and seasonal campaigns based on Brand ID and consumer insights with the aim to achieve growth and ensure improved brand positioning.

NORDIC TRADE MARKETING MANAGER | PFIZER CONSUMER HEALTHCARE | 2017-2020

Originated best in class category activity plans and events for Vitamins, Minerals, and supplements (Multi-tabs/Idoform/IMEDEEN) in the Nordic region (FI, SE, NO, DK). Strengthened the overall commercial plan in cooperation with brand marketing and sales manager. Slashed KPIs for in-store activation in a strong combined sales and marketing team effort. Supported Multi-tabs brand manager in Social Media activation and other digital activities.

Delivered "new-to-world" in-store displays based on nudging and behavioral design to key customer.

KEY ACCOUNT MANAGER | STRYHNS | 2016-2017

Crafted and successfully executed strong commercial plans for the largest Foodservice customers.

Project Manager for all the events and fairs aimed at HORECA Customers, from idea, to KPIs, ROI, fair setup and execution and evaluation.

Originated the first ever 360 combined sales and marketing campaign in Stryhns Foodservice, based on in-depth research on shopper/customer insights. The campaign run digital as well as offline and slashed through the KPIs set for the activity.

Language

English	fluent
German	basic
Danish	native

Education

Digital Marketing I Bigum & CO

Cognitive Mentor I Wattar Gruppen

Strategic Sales I IMPROVEMENT

Situational Leadership I Diageo

Trade Marketing Management I Niels Brock

Work experience

KEY ACCOUNT MANAGER | VALORA TRADE BEVERAGES | 2013-2015

In close collaboration with management and board I strongly set and drove the away-from-home agenda for all beverage brands and customers.

Crashed through the sales KPI with index 130, based on strong brand ambassador programs, well build activity plan, consumer insights and category knowledge.

Managed, planned, and executed Brand Ambassador events both online and live at bars.

SENIOR BRAND MANAGER | BACARDI MARTINI DENMARK | 2012-2013

Excellently crafted and executed in-depth business plans for the total Bacardi portfolio including Grey Goose vodka across the DACH region.

Spearheaded all planning and execution of category and brand activities (digital, TV/Radio, Print, In Store, Events).

Project Manager for events and sponsorship planning at Music Festivals, On-Trade and customer trainings.

GLOBAL MARKETING MANAGER | DIAGEO PLC, LONDON | 2010-2012

Responsible for helping local markets launch the Captain Morgan brand in the LATAM and Northern European regions. Generating impactful live launch events for Press, Bars and customers created in close collaboration with local teams.

Managed Russian & Eastern European team in 4 locations (Russia, Ukraine, Poland and Czech) to double digit growth, by supporting and managing the local team. Coaching the team to implement the global toolkits with success.

Managed and lead weekly cross functional conference calls with new markets, supporting local teams solve the day-to-day challenges and motivating them to deliver on agreed KPI's.

Refined project management and research for NPD's and innovations, then drove the launch process.

Co-Created and managed first to world global engagement program TTL engaging 13 markets across the world. Project managing local events in all markets and ending in a 3-day event at an island in the Caribbean bringing 50 customers together, handling media, agencies and crew.

EARLY WORK EXPERIENCE | FMCG | 1997 – 2020

Channel Marketing Manager I Diageo Nordic I 2006-2010

Brand & Category Manager I Unilever Denmark I 2001-2006

Marketing Coordinator I Toms Confectionary / 2000-2001

Sales & Marketing Coordinator I Coca-Cola Bottlers I 1997-2000

References

Upon request

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