EDDA

Edda Schwarz

Interim Marketing Manager and Marketing Consultant

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Available immediately



PROFILE

I hold a German degree in business administration (Diplom-Kauffrau) with a major in marketing from Johannes Gutenberg University Mainz and completed a banking apprenticeship. I started in 2001 as a trainee at Ferrero. After that I managed brands at Reckitt Benckiser and Scotts Celaflor, including international ones. Since October 2012 I have been self-employed as an interim manager and consultant.

WHAT I TAKE ON

- Leading team and agencies
- Managing brands
- Launching products
- Running campaigns
- Using market research
- Improving structures

ROLES

- Interim management in marketing, from product management to head of marketing
- Marketing and brand consulting

INDUSTRIES

- Food: confectionery and convenience food
- Household and personal care
- Home and garden
- B2B: medical technology, software, energy, car service

COMPANIES

Ferrero, Reckitt Benckiser, Scotts Celaflor, Guhl Ikebana (Kao Group), Sirona Dental Systems, Mainova, First Stop, Nissin Foods, besetzo

BRANDS I HAVE MANAGED

duplo, Kinder Riegel, Calgon, Woolite, Clearasil, Veet, Substral, Naturen, Miracle-Gro, John Frieda, Cup Noodles, Demae Ramen, Soba

EDUCATION

- German degree in business administration (Diplom-Kauffrau), Johannes Gutenberg University Mainz, major in marketing
- Completed a banking apprenticeship
- Further training: social media manager, search engine manager, currently AI and agentic marketing

LANGUAGES

- German
- English, fluent in speech and writing

> “Strong leadership and cooperative team building, experience combined with a spirit of innovation, consistent focus on goals in both analytical and creative work.”
>
> Edda Schwarz on how she works

2026 to date	**besetzo** Consultant for all marketing · Consulting, possible alongside an interim assignment Building an AI-supported working environment for marketing.
2021-2022	**Nissin Foods** Head of Marketing · 1 assignment Budget and P&L responsibility. 360-degree communication for all European brands, new product development, agency recommendations. Led four employees and two working students.
2018-2019	**First Stop Reifen Auto Service, Friedberg** Head of Marketing · 1 assignment Point of contact for 47 branches and more than 160 partner companies, website relaunch, member of the management team.
2017-2018	**Mainova, Frankfurt** Team Coach, Marketing Communications · Coaching, 1 assignment Coaching four employees in marketing communications and event management. Developed a new vision and mission and the brand positioning together with a brand agency.
2014-2016	**Guhl Ikebana, Kao Group** Export Product Manager and Innovation Product Manager · 4 assignments John Frieda in Europe, the Middle East and Africa. Introduced a new social media strategy, first in three countries, then rolled out to all 16 export countries. Several launches and relaunches. Market launch of a new product category.
2012-2016	**Sirona Dental Systems, Salzburg** Communication Manager in Corporate Brand Marketing, across three product categories (imaging systems, treatment centres, and instruments and hygiene systems) · 3 assignments Relaunch of all brochures, development of advertisements and trade fair films, budget responsibility.
2012	**lemon5 fresh consulting** Strategy Consulting · Freelance Social media strategies for B2C and B2B companies.
2008-2011	**Scotts Celaflor** International Category Manager Plantfood Europe, previously Senior Product Manager Central Europe · Permanent position Substral and Naturen with full P&L responsibility. Relaunch of the European slow-release fertilisers for Miracle-Gro, Fertiligène, KB and Substral.
2008	**Unikatwertvoll, Offenbach** Consulting for an advertising agency · Freelance New positioning of the agency brand and concepts for winning new clients.
2006-2007	**Reckitt Benckiser, Mannheim** Brand Manager · Permanent position Full budget and P&L responsibility. Clearasil: sales up by more than 10 %, 2nd place for new product launches in the trade journal Lebensmittel Praxis with Clearasil Ultra. Calgon: gained market share against private labels. First cross-brand couponing campaign, covered in the trade press.
2001-2006	**Ferrero, Frankfurt** Product Manager, Junior Product Manager, Trainee · Permanent position Brand management across the full marketing mix including TV and print. Developed and introduced an international packaging design.

STRATEGIC CONSULTING SINCE 2012

Alongside interim assignments, I have advised companies on their marketing and brand strategy since 2012. I analyse where the potential lies, sharpen the positioning and develop a strategy from it. If you wish, I also support the implementation. My clients include a creative agency, an IT provider, a financial advisory firm and a personal coach.

TOPICS

- Potential analysis and marketing strategy
- Brand positioning and repositioning
- Strategy for social media and search engines
- Website strategy and copy