

Diana Kranz

Contact Details:

Aman Suria, House 3, PJU 1/46E,
47301 Petaling Jaya, Selangor
Malaysia
dianakranz@gmx.de

Tel: +60 19 2088993

Personal Data:

Born on the 25th of July 1967 at Vallendar, Germany
Married, two children
Nationalities: German and Italian

Professional Summary

My professional career in Sales and Marketing started from a marketing assistant role at Deutsche Lufthansa AG, Frankfurt. In Berlin, I was working in the capacity of a Product Manager at the three Berlin Airports essentially dealing with key customers and applying all marketing instruments.
Later on I was responsible for customer care at METRO (Key Account Manager), Islamabad, servicing all Embassies and multinational companies located in the capital of Pakistan.
I have international experience within different branches and extended client focus.

Core Competencies

- Cross- cultural skills
- Integrative team player
- Energetic initiative taker
- Candid and open style
- Customer oriented
- Practical solutions
- Drive for performance
- Committed follow through

Demonstrated Skills and Expertise

- Excellent interpersonal and communication skills dealing with all levels of staff, management and customers. Ability to create a marketing strategy, organise events, and the creation of an image of a company.
- Hands on experience in creating sales strategies, customer care and marketing activities.
- Work experiences in North America, South America, Europe, and Asia. Dealing with customers of different cultures to promote business. My language skills were quite helpful. My mother tongues are German and Italian, I speak English at a superior level and French, Spanish and Portuguese at an intermediate level.

Professional Experience:

March- July 2008: Launching project at METRO, Islamabad, Pakistan
Role: Key Account Manager
My responsibilities covered all aspects of introducing the METRO concept to key customers such as Embassies and multinational companies. <ul style="list-style-type: none">➤ Setup METRO operation from the customer view, business development.➤ Identifying customer needs with regards to refund of GST (General Sales Tax), eligibility criteria and documenting the refund procedure setting the base for growth of institutional customers.➤ Developed and introduced systems, to bring the operation in line with the customers´ needs, especially the customer complaint system and the delivery service. Developed and executed customer survey in order to have a regular feedback on customers´ needs also in terms of products to be imported.➤ Monitoring of fulfilment of the sales plan.
1995 – 2003: GlobeGround Berlin, Ground Handling Company at the three Berlin airports
Role: Product Manager
My responsibility included: <ul style="list-style-type: none">➤ Defining and executing effective integrated marketing plans to meet the strategic marketing and communication targets. The company achieved a market positioning as quality service provider and market leader.➤ Winning of new customers and follow up by organising regular product meetings to assure customer satisfaction.➤ Clients included: Air France, British Airways, Alitalia, TAP Air Portugal, and eighty more. GlobeGround Berlin obtained in total 80% of the market share. The yearly income exceeded 100 million Deutsche Mark at the time. A third part was in my responsibility, coming from the customers assigned to me.➤ Regular monitoring of costs for granting efficient offers concretised in IATA contracts.➤ Participation at IATA meetings.➤ Classic marketing such as developing homepage, brochures, flyers, customer events, fairs (mainly the International Fair of Tourism, Berlin and International Aviation Fair, Berlin).
1995 : Deutsche Lufthansa AG, Frankfurt
Role: first intern, then Marketing Assistant
<ul style="list-style-type: none">➤ Development and launching of the new inner German flight product after an intense market analyse.➤ Monitoring of main competitors in terms of routes, service, prices, sales and sales concepts.
Internships
<ul style="list-style-type: none">➤ July- August 1994: Mercedes Benz do Brasil. I got trained in the marketing department responsible for communication, market research, transport consulting, events and fairs.➤ April- July 1994: Mercedes Benz, Stuttgart. Degree dissertation: “ Flexible Remuneration of Managers in the metal manufacturing industry (analysing and comparing remuneration systems of Mercedes Benz, BMW AG, Ford, Bosch and IBM”.➤ June-July 1993: Internship at Mercedes Benz of North America. My tasks consisted in preparing the C-Class Employee Drive-away programme before the market launch. Furthermore, I made an Advertising Competitive Survey by identifying implied marketing strategies of the main competitors.➤ August-October 1991: Mercedes Benz Italy. Internship in the department marketing and sales of commercial autos.➤ May- August 1990: Internship at a German consulting company, Hellpape und Partner. Consultation of start up companies and preparation of exposées.

Education:

1988-1994: University of Berlin, Germany (Freie Universität Berlin). MBA studies with focus on Marketing, Corporate Planning and Strategy and Human Resource Management.

1987-1988: University of Rome, Italy (La Sapienza), studies of Economics

1985-1987: Grammar School at Freiburg, Germany (Goethe- Gymnasium)

1979-1984: German School at Rome, Italy

Other activities:

2003- 2009: raising two children, now 5 and 6 years old.

2006- 2008: Organisation of charity events supporting orphanages in Muzzafarabad's and St. Joseph's hospice, Rawalpindi, Pakistan. As a member of the Rotary Club assisting the development of the Community Center, Rawalpindi.

Since May 2009: As a Vice President of the German Speaking Society Kuala Lumpur, I take over the responsibility of Marketing and Public Relations for the association, as well as of gaining sponsorships for assisting local charities.