

Vortrag

Mag. Danielle Willert

Marketing Manager, Planet Payment Austria

Datum: Mittwoch, 5. Dezember 2018

Zeit: 12:00-13:30 Uhr

Ort: WU Campus, Welthandelsplatz 1, 1020 Wien, im Raum [TC.4.01](#)

Mastering a challenge of dealing with substantial differences in organizing, coordinating and budgeting the international marketing divisions

There are obviously a lot of differences in definitions of marketing out there. In this course, we tried to see marketing as much more than selling and advertising and as a discipline, which involves the entire company (holistic approach). So we started our course by comparing the definitions of international marketing & looking for its place in a company's internationalization process and continued by structuring skills and tasks ***needed to succeed as a Head of Marketing International***. During the further sessions we also discussed how best to find suitable markets, customers worldwide & ourselves within (strategic perspective) as well as which tools can help us to proceed with this; but talked also about the challenges of conceptualizing & creating of marketing-mix on an international scale (operational plan). Finally, we reached the point of execution of the conception and learned how to organize and coordinate our international marketing divisions properly by taking care of budgeting, as well as coordination and controlling of it (implementation), in order to head the direction and stay on path.

All the theory is done.

But what if, we all together, would ask ourselves the same question, which was used in order to open the course, once again: Who is best skilled to be or how to become the Head of Marketing international (expectations to meet, tasks to deal with, "have to/should" skills to convince)? And also how much influence does this position offers, what is all to take care and to be in charge of? And, last but not least, how does it work in praxis to master a challenge of substantial differences in organizing, coordinating, and budgeting the international marketing divisions (head office versus subsidiaries, centralization versus decentralization). Who is best equipped to answer those questions?

We are grateful and honoured to announce an expert talk with an experienced International Marketing specialist, with more than 25 years of experience and profound knowledge in the field, combined with a lot of tips & tricks as well as practical tools to share, and to welcome [Danielle Willert](#), at the upcoming

ExInt Cercle Event, which will take place on **the 5th of December, 12-13:30**, in room TC.4.01 at WU Wien.

Danielle Willert is currently working as an Marketing Manager at Planet Payment Austria (Tax refund service company) and occupied the last 25 years at nearly all kinds of strategic marketing positions as a Product and Brand Manager at L'Oréal (Vichy, La Roche Posay), Marketing & Sales Manager at the LVMH-Group (Guerlain) and Area Marketing Sales Manager/ Head of Business Unit at Global Blue Austria (responsible for Austria, Switzerland and Central Europe). Her profound experience covers B2C as well as B2B, FMCG, Luxury and Cosmetic products and far more.

Danielle will talk about the difficulties in organising marketing activities between the head office and the subsidiaries of multinational organisations, the practice of budgeting and sharing the marketing expenses within the international organisation, differences of local markets to be aware of, as well as for sure will appreciate an open discussion of seeking a feasible solution of a inharmoniousness as a cause of all mentioned challenges.