

[Marena Eirich](#)

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www.teams4purpose.com



CSR Consultant, Change Management for Business Sustainability

« My impact is to increase yours »

Key competencies

- Change catalyst and empowerment around CSR and Sustainable Business Management
- Corporate, social startup and consulting backgrounds
- Design and facilitation of trainings and collective intelligence workshops
- Excellent knowledge of 5 languages – English, French, German, Spanish, Italian
- Strengths : achiever, activator, adaptability, empathy (Gallup Strengths Finder)

Professional experience

Since end 2018 **Founder**, [teams 4 purpose](#)

Intrapreneurship programs for employees to activate CSR and Sustainability from within organizations

Since 2015 **Freelance CSR and Sustainable Business consultant**, Projects:

- 2018 [Business School Lausanne](#) – Design and facilitation of the Executive MBA elective « ESG & Sustainable Investing »
- 2018 [Des Enjeux et Des Hommes](#) – collaboration for a materiality assessment
- 2017 [Aliseo Germany](#) – Creation of a Sustainability strategy including facilitation of employee workshops
- 2015/2016 [The Coca-Cola Company Argentina](#) – proposal of an inclusive recycling initiative in collaboration with the [Fondation Avina](#) and the Inclusive Recycling Initiative ([IRR](#))

Since 2016 **Co-founder of [The Sustainability Tribe](#)**

Co-founder of a network of independent Sustainability consultants and professionals. Collaboration, support and co-creation of projects.

2015-2017 **Co-founder at [Vertuose](#)**

Co-founder of a social start-up (e-commerce and Circular Economy). Head of marketing and communication, business development and partnerships.

2009-2015 **Marketing Category Manager at [Whirlpool France](#) – France**

Portfolio creation and management; benchmarking and market analysis; monthly sales and annual profit planning; product launches; Sales team support for negotiation with clients

2007-2009 **Regional Business Manager, Marketing [Whirlpool EMEA](#) – Italy**

Portfolio management, launch and sales support for subsidiaries for 5 countries: Benelux, Germany, Austria, Switzerland; input for product development; strategic planning

2005-2007 **PR and Communication Manager Europe [Whirlpool EMEA](#) – Italy**

Responsibility for the European media & Public Relations strategies; development of Pan-European advertising, PR tools & press events; validation of Pan-European media investments (20M€); partnerships with opinion leaders; Budget (1,5M€); Management of various agencies + a PR manager

2002-2005 **Communication Manager Spain and Portugal [Whirlpool Iberia](#) – Spain**

Advertising & media planning; Public Relations; event management (internal, external, road show, fairs); POS material & promotions; internal communications; strategic partnerships; Budget (5M€)

2000-2002 **Fast Track Trainee Management Program chez [Whirlpool EMEA](#) – Italy & Germany**

International Trainee Program: 3 projects in Communications, Human Resources and Sales

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Languages

German – Spanish – English – French– Italian

Fluent in 5 European languages including work experience and studies in various countries

Education

2015-2016 **Diploma in Sustainable Business, Sustainable Business Management – Switzerland**
University of St. Gallen & Business School Lausanne

1996 – 2000 **BSc International Management Double Degree**

- ICADE, Universidad Pontificia Comillas, Madrid, Spain
- ESB Business School, Reutlingen University, Reutlingen, Germany

1996 Abitur (High School Degree), Friedrich-Ebert-Oberschule, Berlin, Germany

Other trainings

2019 [B-School Program](#), online learning program for entrepreneurs

2015 « Développement Durable » École Centrale Paris (www.france-universite-numerique-mooc.fr)

2006 « Leading the Whirlpool Enterprise » Leadership training (Whirlpool EMEA)

2007 « Media Training » (Ketchum Public Relations)

2005 « Engaging Manager » Management & coaching (Whirlpool EMEA)

Voluntary work

Since 2016 NEOMA Alumni, co-management of the CSR and Sustainability Club

Since 2019 Marketing lead at Positive Impact Space (a platform of changemakers for Sustainability)