



Silvia Rak



Freelancer | International Marketer | Sparring Partner

EXECUTIVE SUMMARY

	located in Frankfurt am Main		mentor Mentor Lane
	fluent in English, German, Polish		author no goldfish - Blog
	work experience 20 years		experimenter international-marketer.com
	status as of Dec. 2012 self-employed		enabler freelancers-and-friends.de

ROAD TAKEN

I was born in Poland, raised in Germany and socialised within quite big corporates [Deutsche Bank, UL (Underwriters Laboratories), JLL (Jones Lang LaSalle), Johnson Controls]. After having received a degree in business administration, for 12 years I had enjoyed working in international teams, obtained a Marketing Management Certificate at Henley Business School and participated in many other talent development measures.

Global Marketing Manger

In a Fortune 100 company with a 40 billion turnover I carried out a marketing audit for a business area that employed 17,000 very fine people. Nothing stayed the same afterwards. Together with the management team, I was able to implement the very first marketing strategy in the history of that business area along with a marketing intelligence system.

All this happened on a global basis, with the help of stunned colleagues who used to consider marketing a dubious discipline that is up to no good. This was the last stop on my journey as a marketing manager and a very important part of the preparation process for my new life as an

Independent Sparring Partner

Today, under the name of FREIWASSER Marketing, I help marketing leaders reach their goals: I develop marketing strategies, manage projects and write copy. Every single day feels like an adventure - I love it.

FUN FACT

On one of my business trips I found a postcard while waiting for the plane to take off. It said **"It's never too late to be what you might have been!"** I turned these words into a personal motto - and a lot of great things happened since! You would be surprised... Interested in hearing the details? Let's have a chat.