

Jörg F. Zinke – General Management/Marketing/Strategy/Media



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Background

- Jörg F. Zinke is a former Chief Executive (FMCG, Services, B2B) and Marketing Consultant with in-depth knowledge in strategy, communication, general management.
- He builds on > 20-year career in international marketing & sales (food brands, chemicals & body-/health care, services) and > 10 years as marketing, communication and media consultant for consumer goods and retail.
- Since several years, Jörg is an independent consultant and interim manager (managing director/CEO); guest lecturer (university) for marketing communications and author of scientific papers.

Recent work examples

- Marketing Plan & Business Development: Market Entry (Germany), international operating fashion group (> 500 stores worldwide)
- Business development project; strategic marketing concept, business plan in the consumer goods industry (food)
- Development of a corporate communication concept in the automotive industry
- Business Intelligence (project management) and digital marketing campaign (furniture industry)
- Evaluation of business opportunities for an innovative online service; business plan; fund raising/venture capital
- Public Relation campaign to support a new add-on product for iPhones; further marketing measurements
- Interim: CEO in the media industry 2,5 years (mandate Clear Channel Group UK); > 2 years (mandate Redbus Group)
- Interim: Managing Director start-up 15 months (from 0 – 8 Mio. Turnover; mandate BCG/Boston Consulting Group)
- Evaluation of business opportunities in Germany for a US enterprise within the media industry (mandate BCG/New York)
- Development of a specific marketing concept for a leading credit card provider to increase a) credit card ownerships and b) to force credit card usage intensity at the Point Of Sale (POS).
- **Publications:** 22 große Erfolge mit begrenztem Budget, Dr. Ralf Mayer de Groot/Jörg F. Zinke, 3. Auflage, Eppstein 2012; Werbung “just-in-time” – Strategische Markenkommunikation durch Retail Medien (Publicity “just-in-time” – strategic brand communication by retail media, Jörg F. Zinke, GRIN Verlag Munich 2013); Mit Intelligenz-“Upgrade” zum Erfolg: Bessere Entscheidungsfindung durch “Lateral Thinking” (Success by intelligence upgrade: better decision making by “lateral thinking”, Jörg F. Zinke, GRIN Verlag Munich 2014)

Educational background

- Diplom-Volkswirt (equiv. MSc); Law (equiv. LL.B.)
University of Tübingen, Germany
- Certificate from HEC – Hautes Études Commerciales –
School Of Management Paris, France

Contact details

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