



Mara Laule, General Manager, native language German, 1975 born in Berlin, Germany, awarded Bachelor of International Business Administration, University of Emden, Germany

Multi-lingual in German, Italian, English, French

1997: Coats Sartel, **France**, marketing department and Coats Opti, **Germany**, marketing department

1998: Belgium, University HEC Liège, courses of studies abroad

1999: Coats Crafts UK, **England**, marketing department.

2000: Wella (Suisse) S.A., **Switzerland**, Marketing Retail: Responsible of various projects of the marketing-mix, market research, collaboration at business-to-business projects to improve the communication between client and final consumer, planning of trade fair and budget control.

2001-2008: Publishing house Callwey Verlag, Munich, Germany, Responsible sales manager, project manager, business development in **China**, coordination of foreign affairs (budget control, strategic planning, pricing).

Project Manager to develop the Chinese market: Budgeting, sales management of advertisement, coordination and definition of the partnership with the Chinese partner „Vogel Burda Consulting, Beijing“.

Business Development, strategically planning for projects like sponsor events, congresses or special publications.

2008: Producer of rubber-products, Bergamo, **Italy**, Responsible for sales and **marketing**, business development for European markets.

2008-2009: Multinational producer of chemicals, Bergamo, **Italy**, project manager export for **EU** and **Middle East**.

since 2009, manager of Qui Deutschland, business consultancy for various companies of the sectors rubber/plastic, metal, electronic, natural stone and fashion.