

*Detail-oriented individual with many years of management experience in product management and strategic and operative marketing. Experience of working in Global Companies within a complex matrix environments. Deep knowledge of financial services and used to work in regulated market.*

## EDUCATION

1995 -2000

**IULM Istituto Universitario Lingue Moderne Milano**  
Laurea in Scienze della comunicazione e marketing

## EXPERIENCE



# Anna Baj

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in anna-roberta-baj

Nationality: Italian


Birthplace: Milan (Italy)

Residence: Monza (Italy)


## PERSONALITY

- ✓ Innovative
- ✓ Open minded
- ✓ Well – organized
- ✓ Efficient

## INTERESTS

 Dog training and pet therapy

 Gardening

 Walking

2014  
present

**Deutsche Bank S.p.A**  
Marketing Manager

- Work with the International Marketing team to set up and to execute local marketing plan across the multiple channels and proposition
- Define and planning multi media marketing campaigns BTL/ATL/digital assets
- Coordinating media buyers and advertising agencies
- Support brand strategy and analyzing the market and proposing the relevant strategies
- Work in coordination with event teams and digital team to ensure operative local marketing activities are implemented
- Manage and report the marketing budget
- Work in team with customer intelligence team to ensure campaigns are reported efficiently in order to improve/optimize performance
- Focusing competitors activity and developing specific analysis (benchmarking and demand trends)
- Work in strictly partnership with International marketing team to ensure Company brand guideline are correctly implemented at local level and ensure constant report to German HQ
- Execute annual brand tracking on brand KPI's
- Manage trade marketing activities
- Support Product Departments gathering information on clients/prospects and developing new product and marketing proposition
- Provide strategic recommendations to existing or prospective clients to include new customers/audiences, innovative programs and market research
- Develop co-marketing partnership: identify a range of potential partnerships and develop and implement strategic partnership engagement plans

2008  
2014

**Deutsche Bank S.p.A**  
Mortgage Product Manager

- Define product strategy and roadmap
- Manage product positioning and define specific selling proposition for all distribution channels
- Design and implement the concept for product
- Manage & report product KPI's
- Drive, gather and document billing and cross-functional requirements across a variety of domestic and international projects, including customer integrations, new market launches, and standard product development initiatives
- Keep under control product performance and mortgage market, analyzing product sales and financial performance and competitor activity to ensure our products and lending criteria are optimally positioned



## SOFTWARE SKILL

Word ● ● ● ● ●

Powerpoint ● ● ● ● ●

Excell ● ● ● ● ●

Photoshop ● ● ● ○ ○



## SKILLS

- ✓ Project management
- ✓ Good communication
- ✓ Conceptual and analytical skills
- ✓ Effective interpersonal skills



## LANGUAGES

English ★ ★ ★ ★ ★

French ★ ★ ★

German ★ ★ ★

2007 **Banca del Monte di Paschi di Siena S.p.A**

2008 **Indirect Distribution Manager**

- achieve sales objective through indirect channels
- define and implement sales strategy on indirect channels
- develop distribution channel with market leader both in traditional and "not traditional" market (Automotive, GDO, Telco)
- Achieve new customer objectives through indirect distribution channels
- Define Sales strategy on indirect channel
- Develop distribution partnership with market leader both in traditional and "not traditional" market (Automotive, GDO, Telco, etc)
- Keep under review the potential market for the company's current products and markets
- Identify opportunities for the future development of the company in terms both of products and markets

2004 **Barclays Bank PLC**

2007 **Strategic Support & Trade Marketing Mortgage Sales**

- Implement and control the trade element of Mortgage Marketing Plan
- Identify market and customer dynamics
- Implement agreed sales and marketing strategies
- Achieve Distribution objectives through promotional plans managing different brand strategies (mortgage product brand, co-brand, white label)
- Set promotional cover priorities based on distribution/ display objectives by channel
- Manage & report all relevant spends and ensure to keep within Budget to achieve objectives on monthly basis.
- Define POS materials (budgeting, preparation, realization, distribution)
- Develop white label strategy on major partnership

1998 **Genialloyd – Allianz Group**

2004 **Customer Loyalty & Retention Support**

- Define marketing retention plan
- Develop co marketing partnership for loyalty and acquisition programs
- Manage cross selling plans
- Identify and execute loyalty initiatives
- Manage & report sales performance