



# Sabine Greco-Molhant

Marketing Manager EMEA

## PERSONALIA

Surname: Greco - Molhant

First Name: Sabine

Date of birth: 21 Nov. 1974

Nationality: French-  
Luxembourgish

## CONTACT



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## Professional Profile

A dynamic, analytic and creative professional, with excellent inter-personal skills and the ability to perform in different cultural environment. Experienced in working with leading brands in the competitive chemical industry whilst adopting a logical and analytical approach to solving complex issues.

Proven expertise driving own initiative and prioritization marketing strategies and business models to achieve revenue targets. Motivated by seeking new challenges in rapidly changing environments and enthusiastic adding value to the customer needs.

## Work Experience

### 2017 – Present

**ECOLAB – Life Science Division - EMEA  
Monheim - Germany**

#### Marketing Manager - Portfolio

- Drive Pharma & Personal Care growth in EMEA and AP for CIP/COP chemistry (Turnover \$40 Mio) & Develop tactics in line with the Global strategy and initiatives, driving implementation for EMEA Markets
- Align programs and differentiation with GTC and R&D including portfolio positioning in line with validation programs
- Develop strategical recommendations by effectively apply multiple analytical tools including “voice-of-customer” and “voice-of-business” research, and combine this with size of the market and competitive insights
- Talent Development & Planning of a direct report, maximizing the team productivity and share responsibilities appropriately

### 2015 – 2017

**ECOLAB - Food and Beverage Division**

**Middle East-Africa – Dubai - UAE**

#### Marketing Manager

- Drove MEA Food & Beverage Segment Strategy to align with Global Strategy plans
- Worked closely with F&B MEA Business VP for Strategic Business Review, Plans LT Meetings.
- Developed Brand Strategic Plan across the direct markets in MEA
- Evaluated Markets potentials for MEA region & Prioritization
- Led New Product Launches Strategies (VOCs, Trainings...)
- Prioritized marketing initiatives and Led key Food and Beverage exhibitions which involves liaising and negotiating with third parties such as studio, agencies, (Exhibitions, Communication)

## Personal Skills

Analytical



Collaborative



Creative



Negotiation



Perseverance



## Languages



Native



Fluent



Good

## IT & Personal details

- ✓ Microsoft Office MS Dynamics, Salesforce.com, Eloqua, Minitab
- ✓ Running, Fitness
- ✓ Off-roads Driving, Travels (SA, EGYPT, GCC, ASIA)

**2005 – 2014**

### **DuPont de Nemours - Safety & Protection- Luxemburg** **New Product Launch Leader**

- Developed market penetration strategy & tactics with the sales team key account, identified the bigger target and put a plan to reach them to action. Led development and execution of 5-10 year market assessment via primary & secondary research (VOC) for targeted growth segments.
- Drove New Product launches strategy, elaborating presentations for all Gate Review processes for new product opportunities through launch.
- Understood business goals, IT strategy & CRM trends to help define & implement Sales force automation, Sales & Marketing strategy. Set up Salesforce.com (CRM) team training session aiming at providing info & explaining tactics to reach the defined target for >200 Users.
- Led EMEA Customer Loyalty Survey. Drove Customer Centricity to Business management processes, quarterly & yearly analysis.
- Team Leader for Employee Safety & Health Team Luxembourg (Office/OTJ/ Driving Safety- 20 pers.)

**2004 – 2005**

### **Deutsche Börse Group, Clearstream - Luxemburg** **Securities Custody Officer – Investment Funds**

**2002 – 2003**

### **SES Astra, Sales & Marketing - Luxemburg** **Sales Forecast Coordinator**

## Education and Qualifications

**2000 – 2001**

**Post Graduate Diploma in French-German Management (DESS)**  
Marketing - IAE Metz - France

**1995 - 1999**

**Master's degree in "Applied Foreign Languages**  
(LEA English & German) – Toulon France  
**Erasmus BWL (Economics)** Mannheim University - Germany

## Professional Qualifications

**2007**

Organization and analytical skills: Six Sigma Green Belt certification

**2008-2009**

People Management & Team leading skills: Diversity Team Leader

**2012**

CRM competencies: Salesforce.com Administrator

**2013**

Safety Champion: Office Safety Team Leader

**2016**

Service contract with Agencies - Negotiation Skills Training

**2019**

Innovation Launches - Project Management (PMF)