



Ms. Marianne Friese

CEO

Marianne Friese Consulting GmbH

Marianne Friese has been consulting corporations and organizations re. their business and communications activities in China since 2001. Her background is truly multi-national, having spent several years in the US, over 10 years in Germany and now 8 years in China. She and her consulting company focus on providing strategy and communications solutions for international tasks and challenges in China. With areas of expertise including strategic business development, market entry strategies, agency services and naming and branding, Marianne Friese Consulting services and has supported brands and companies including Jägermeister, Deutz, Metro Group, Freudenberg, Daimler and ContiTech. Please refer to www.m-f-consulting.com for more details and client feedback.

Marianne Friese came to China in 2001 through a transfer from the Munich office of Ketchum, a US-based communications consultancy, where she was the Global Partner responsible for brand marketing as well as Managing Director of their business in Germany. Prior to that, she worked as Marketing Director at the German-American Chamber of Commerce in Los Angeles and more recently she worked with the EU Chamber of Commerce in China, with a focus on lobbying activities.

Marianne has extensive experience in high-caliber consulting and project management in the Asia-Pacific, Europe and the US. This is complemented by her expertise in global brand building, marketing communication and corporate reputation management.

Marianne was born in Stuttgart, Germany in 1962, and is a German national. In 1986 she obtained a Diploma in Industrial Engineering from Stuttgart Media University and an M.A. from California State University in 1988. Marianne speaks English and German and also has a good knowledge of French and Mandarin Chinese.