



Henkel Career Path

Alexandra's unique career

Brandmanager
 Laundry & Home Care
 Vernel, Perwoll, Sil, Spee, FWM & dato

2008 - 2011

Marketing Manager
 Bulgaria & Albania
 Laundry & Home Care



Henkel



Since 2011

Brand Manager at
 Headquarters in
 Düsseldorf
 Laundry
 & Home Care

2007 - 2008

Key Account Manager
 Sales Austria
 Laundry & Home Care

Henkel



Persil

Henkel

2006 - 2007

Junior Brand Manager
 Regional Marketing
 for CEE countries
 Laundry & Home Care



2004

Assistant Brand Manager
 Regional marketing for
 CEE countries, Laundry
 & Home Care

Henkel



2003 - 2004

Internship in the International
 Marketing Department
 of the Laundry & Home
 Care division



2003

Graduation from
 Ruprecht-Karls-Universität
 Heidelberg
 Faculty of Economics

