

The background of the image is a dark, black space filled with a dense stream of falling coins. The top half of the image shows a shower of gold coins, while the bottom half shows a shower of silver coins. The coins are captured in motion, creating a sense of abundance and value. The text 'Consulting Portfolio' is centered in a white, bold, sans-serif font across the middle of the image.

# Consulting Portfolio

I support startups and high-tech companies to seize industrial market opportunities and improve their competitive positions in the digital business environment.



## Marketing



## Digital Strategy



## CX



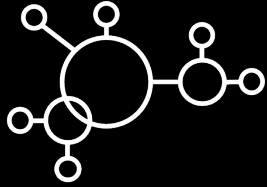
## B2B

Strategy & Concept  
Lead-Management & CRM  
Campaigns  
Content, Story & PR

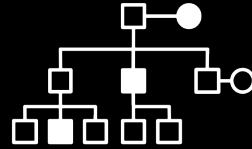
Business Model  
Go-to-market  
Value Chains  
Transformation

Personas  
Journeys  
Services  
Community

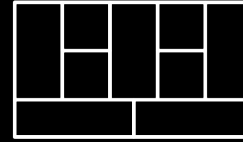
IT  
Startups  
Cybersecurity  
Energy, Media, Finance



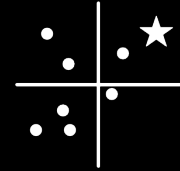
**Sector & Ecosystem**



**Target Group & Buying Center**



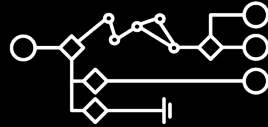
**Business Model**



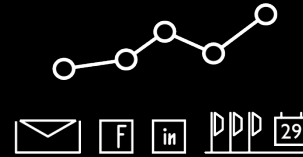
**Branding & Positioning**



**Customer Centricity**



**Personas & Journeys**



**Campaigns**

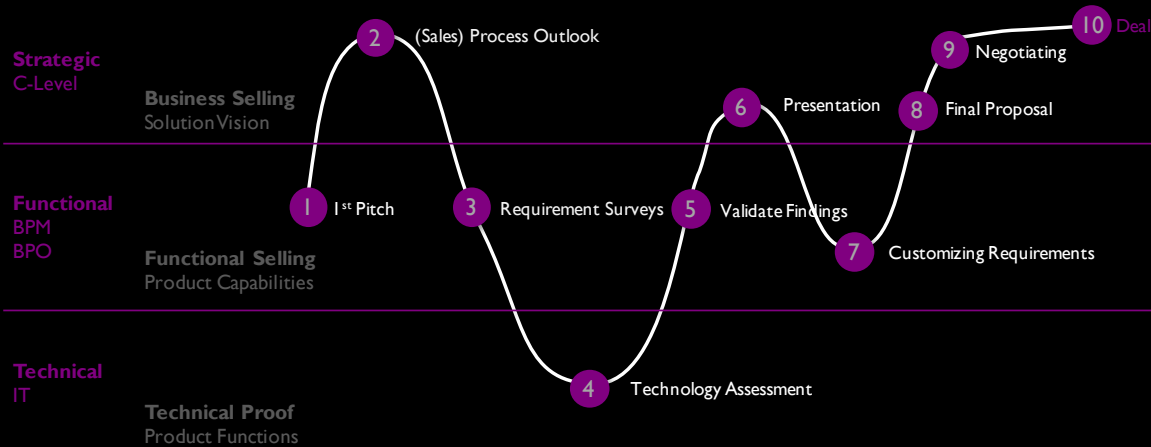


**PR & Storytelling**

# Recent Work

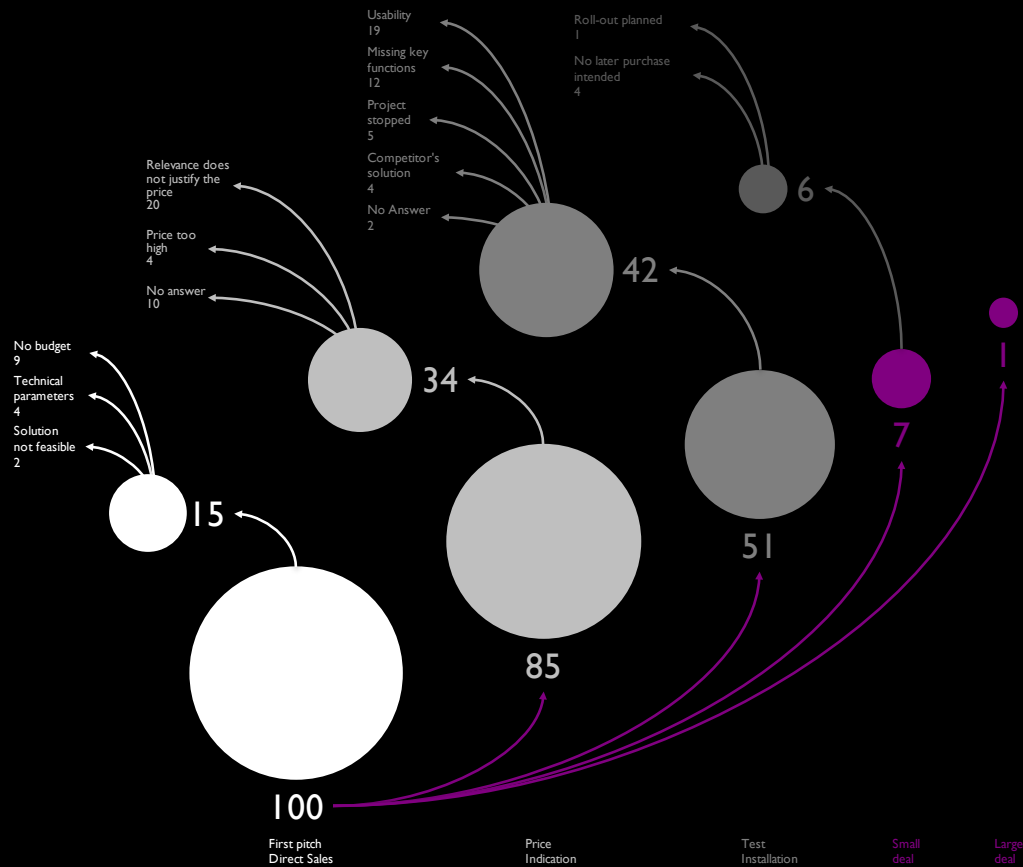






## Sales process adjustment led to systematic and increased sales.

Based on interviews and CRM analysis, the companies' sales process was adjusted. Key findings indicated the C-level budget holders were involved in the sales process far too late. Even when a technical fit and an urgent need of the operation division was identified, sales representatives faced obstacles closing the deal. By linking the solution to the decision makers' strategic objectives and encouraging their early commitment, sales numbers increased significantly. Sales received an detailed action sheet with goals, tools and responsibilities for each step. The CRM (salesforce) was aligned to this adjusted sales process.



## Product funnel analysis revealed significant bounce rates due to missing product features.

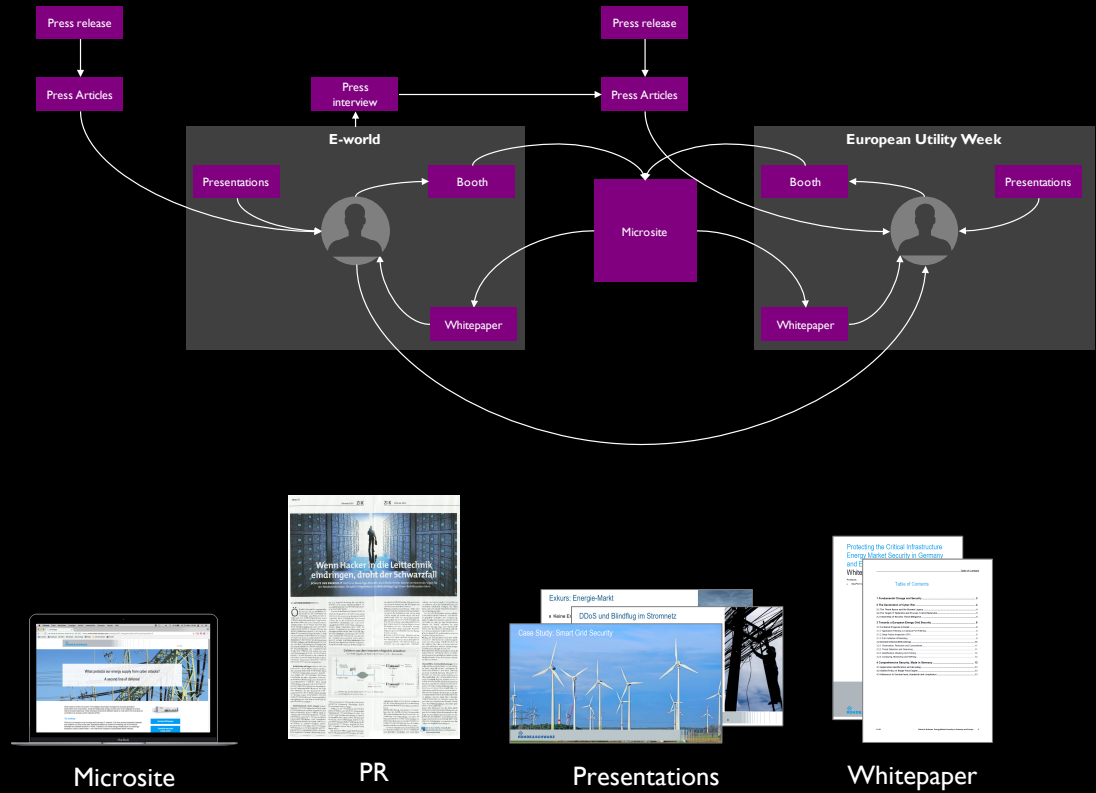
Based on a lost opportunity analysis, the companies' product management identified why sales numbers were far below yearly expectations. Main reasons for the high bounce rate were missing key features and usability issues and surprisingly not the solutions' pricing. With slight modifications of the technical concept and a value based communication, bounce rates were majorly reduced.



# A precisely tailored campaign convinced decision makers in energy utilities.

This campaign's content provided a solution to two major business challenges of the target group. A strong metaphor was defined and successfully created an anchor in the decision makers minds. Therefore it was possible to avoid the complicated functions cannonade typically used in IT communication.

Besides aligning communication measures over one year and around the two relevant sector trade fairs, a microsite served as digital hub and condensation nucleus for lead generation.





## PR and content marketing for IT companies.

With an extensive network in press, industry and agencies, I realize content conception and creation for industrial products and software that needs particular explanation. I develop content based on research, strategy and experience, translating cumbersome and complex features into compelling stories.

# Corporate identity and core values for an IT company.

After an impressive growth and numerous acquisitions, an IT company needed a new identity that binds everything together. Integrating the perspective of employees and management, new guiding business principals and a holistic brand model evolved. The model provides a clear vision and mission for the companies' future and at the same time secures employee commitment by respecting shared core values.

The image displays a series of overlapping white cards, each representing a different component of a corporate identity strategy. The cards are arranged in a descending staircase pattern from top-left to bottom-right. Each card features a distinct title in purple and corresponding text or graphics. The visible titles include: 'Vision', 'Mission', 'Unternehmenszweck', 'Werte', 'Emotionale Benefits' (accompanied by a heart icon), 'Funktionale Benefits' (accompanied by a brain icon), 'Customer Insight' (accompanied by a compass rose icon), and 'Tonalität, Content (1)' (accompanied by an ear icon). The text on the cards is partially obscured by the overlapping nature of the design.

# About & Contact



since **October 2016**  
**Consultant Strategy & Marketing**



**2016**  
**Head of Corporate Marketing**



**2013-2016**  
**Marketing Manager**



**2008-2013**  
**Senior Manager Marketing**



**2000-2008**  
**Communication Science**

**1996-2000**  
**Banker**

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