

## Marie Christin Shenouda

Head of Business Development, Marketing & Communications

### Professional Background (Former Position)

- » 20 years of international marketing and communications in professional service firms and industry
- » Head of Communications Asia South, Borouge, Singapore (Petrochemical)
- » Head of Business Development, Marketing & Communications, Taylor Wessing, Munich
- » General Manager, Association of Bavarian Industries Project Company (vbw), Munich
- » Client Acquisition, German Centre Shanghai, Munich / Shanghai

### Specialization

- » Communication in international teams
- » Brand Building and Optimisation
- » Public Relations
- » Business Development and Marketing Strategy in professional service firms

### Education

- » Bachelor of Arts (B.A.) in Modern Chinese, Heidelberg, Beijing, Leeds
- » Master of Business Administration (Executive MBA), Munich / Geneva
- » Traineeship Deutsche Bank, Cologne
- » Several Leadership programs at London School of Economics
- » Trained Change Management Coach, Munich

### Language

- » German, English, Mandarin (basic), French (basic)



### WTS Global

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