

# ANNE-LISE KOPP



Europe - Italy - Rome

Anne-Lise.Kopp@shell.com



Authentic Leader & Business Developer driven by Industrial Ecology purpose with 20+ years of experience in Strategy, Insights and Marketing

## QUALIFICATIONS

Driven by finding new ways to do Net Positive Business in partnership with Customers and Stakeholders

Highly creative way of thinking; Connect internal and external data to create Customer Insights and frame opportunities

Innovative and restless to transform opportunities into value

Systems thinker with can do / incremental minimal delivery approach

Passionate about Diversity & Inclusion, coaching and steering to get People to thrive

## CORE COMPETENCIES

- Sustainability B2B Marketing
- Strategic and Marketing planning
- Strategic partnership
- Business Development
- P&L, ROI & Marketing Performance tracking and Improvement
- Insights
- Agile ways of working
- Project Management
- Complex stakeholders Management
- Driving change
- Continuous learning
- Resiliency

## LANGUAGES

Fluent in English, Italian & French  
Good in German

## PROFESSIONAL EXPERIENCE

ROYAL DUTCH SHELL – Europe

2001 – TO PRESENT

### SUSTAINABILITY MARKETING MANAGER, 05/2021 – to present

**Lubricants Global Key Accounts – Global (150+ stakeholders)**

**Frame Sustainability opportunity for GKA; develop and drive roadmap implementation; Lead decarbonization journey with progressive Customers**

- Frame Role of Sustainability in purpose and strategy; Governance; Develop implementation and change program including Account plan structure
- Lead lubricants decarbonization partnership with ZF, Volvo & VW in collaboration with Carbon Management, Technology, Supply Chain, Chemicals; Act as SME

### MARKETING MANAGER, PLANNING, PERFORMANCE AND INSIGHT 2015 – to present

**Lubricants - EUROPE (200+ stakeholders; 25mIn\$ budget): 2017 - 04/2021 // MED (100+ stakeholders; 16 \$mIn budget): 2012 – 2016 Portfolio & Planning**

**Get a strategic road map and implement supportive Marketing Plan**

**Enable data-driven strategy and decision making across the European cluster, through a focused data and insights program and a digital platform to manage Marketing planning and Performance**

- Drive the Budget cut by 67% of the Q2/3/4 in 2020 and quick turnaround with new recovery plans using zero methodology for 2021.
- Develop scenario for 2020-21 to steer resources on sectors with faster recovery
- Lead the leadership team E2E (Sales & Marketing, Supply Chain, Customers Operations, Finance) in the strategy development to define opportunities and main activities/objectives
- Part of Global team to choose and develop new platform to digitalize and manage budget tracking and definition of Marketing activities in an agile way; drive change program to implement new way of working across Europe
- Led process to define Marketing budget, objectives and activities across 100+ stakeholders; Drive improvements on full spectrum to maximize ROI
- Define insights road map; develop market sizing/share and Marketing performance tool, first pan-European brand tracker and steer CVP development research
- Drove structural reduction of stock by almost 50%; Improved portfolio operations by reducing average time to market by 60%

### STRATEGY PROJECT MANAGER

2011

**Retail – Italy (100+ stakeholders)**

- Drive focused effort in implementing Delivery turnaround of Retail Business in Italy ended with Sales of Asset
- Defined and collaborated with HR and unions to review organigram and reduce staff

### BUSINESS DEVELOPER – MARKETING AND SALES MANAGER

**Fuel card (euroShell) – Sales Manager - 2008 - 2010 Italy & Greece (11 direct report; 50+ stakeholders; 375 mln\$ turnover, P&L responsibility)**

**Grow the business**

- Tripled the business in 3 years
- Recruited & coached a high performance international and diverse team
- Initiated & completed program for professionalisation of B2B sales by developing platform for integration of qualification, telesales, Direct Sales and CRM
- Overlooked consolidation and offshoring of customer service activities

**Marketing Manager - 2001 - 2008 – Italy, Spain, Portugal, Greece, Turkey (3 direct report; 50+ stakeholders)**

**Attract New and develop existing customers**

- Participated to Global strategy formulation for full business
- Development of new customer experience & CVPs for Leasing and Small Fleet
- Identified target market, developed integrated business case & performance analysis
- Negotiated and signed contracts with external partners to develop Indirect channels / RTM
- Boosted leads creation and management for Direct Sales channel M

## EDUCATION

MS – Business Sustainability Management – University of Cambridge 12/2021

MS – B2B Strategy and Marketing - EM Lyon 2000

Industrial Engineer - INSA Lyon 1999

*In compliance with the Italian legislative Decree no. 196 dated 30/06/2003, I hereby authorize you to use and process my personal details contained in this document*