

**DIGITAL  
EMPOWERMENT**

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**B2B SALES & MARKETING EXCELLENCE**

# The Team



**Marius Felzmann**

Expert for  
Sales, Business Development,  
Product- and  
Innovationmanagement



**Marc Mauermann**

Expert for  
Corporate Management, Sales,  
Marketing, Projectorganisation



**Susanne Mauermann**

Expert for  
Digitalmarketing, Business  
Development & Process  
Digitalization



**Kathrin Schmitz**

Expert for  
Marketing and  
Productmanagement

- ✓ We are B2B-Experts and specialised on Sales, Marketing and Business Development.
- ✓ As consultants or project managers, we develop individual solutions and concepts for start-ups and medium-sized customers with focus on consistent customer centricity.
- ✓ We take over the implementation and design the internal transformation.

# Marketing & Sales Excellence

A holistic approach that puts the prospect or customer at the center. It connects marketing and sales and creates a personalized, consistent customer experience across all touchpoints.

## Digitization



Everything that can be digitized will be digitized. In the organization and to the customer.

## Integrated Sales & Marketing-Approach



Cooperative networking, achieving congruence of goals and multiplying effectiveness.

## Consistent Customer Centricity



From a product-oriented to a customer-oriented approach, value creation starts with the customer.



You are lacking resources in the development and co-ordination of marketing concept & activities? We take over **co-ordination, project management and execution of marketing projects** like:

- manage capacity peak for product launch or trade-shows
- develop lead generation and conversion
- analyse & integrate additional customer touchpoints
- execute content marketing plan



## Fields of action

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- ✓ marketing strategy & positioning
- ✓ product marketing
- ✓ digital marketing
- ✓ sales enablement
- ✓ content marketing
- ✓ event management
- ✓ campaign management



## Planning & co-ordination

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- ✓ define objectives, KPIs, budgets
- ✓ manage internal requirements and alignment
- ✓ co-ordinate internal & external stakeholders



## Execution

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- ✓ concept & process design
- ✓ project management
- ✓ briefing & guidance of agencies and service providers
- ✓ tracking & performance measurement
- ✓ quality assurance



B2B-Experts for Sales,  
Marketing & Business  
Development

Many years of management experience  
in SMEs and large companies

Digital expertise and methodological  
competence

Cross-industry knowledge

Strategic mindset & hands-on mentality

Individual solutions with sustainable  
contribution to business development

# Next Steps...

# ...let's discuss!

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