Julia K. M. Greven

Brand Management

Brand Building Business Development Multichannel Marketing Community Building Marketing Strategy Creative Mind Pulse Generator Matchmaker

"Personality is critical to success – for brands as well as people. Don't leave it to chance!" Sir Richard Branson

As an experienced **sparring partner**, **impulse generator and consultant**, I have been offering my many years of **brand management and marketing expertise** throughout Germany (and beyond, if desired) since 2016 to agencies, institutions, and companies in industry and commerce that **want to sharpen their brand profile and position themselves better**.

"Tempora mutantur, nos et mutamur in illis." In order to manage and implement this in a targeted manner for our companies, we must continuously **sharpen our awareness** and **keep ourselves professionally and creatively fit**. In increasingly fast-paced markets, a high level of creativity, good ideas, and strong motivation are needed to meet growing demands. I can **help you build and develop your brand's fitness in an individual, personal, and pragmatic way!**

Get in touch with me! And give your wishes, ideas, and goals a chance to be realized. I will be happy to support and accompany you in this process.

Sincerely yours,

Julia Greven

Fee guidance

PRICING – Clear. Fair. Reliable.
Senior Marketing & Brand Consulting

With **over 25 years of experience in marketing strategy, brand management**, and operational implementation, I offer companies high-quality consulting and implementation expertise that is strategically sound, pragmatic, and practical.

With transparent prices for individual bookings, long-term collaborations, lectures, and workshops.

1. Daily fee – Flexible individual booking

For selective support and strategy sparring.

1.650 EUR per day

Service profile:

- Strategic marketing and brand sparring
- Analysis of existing measures
- Prioritization of opportunities and quick wins
- Derivation of concrete recommendations for action
- Support for decision-making processes

2. Quantity & term scale

For companies that want to schedule fixed days per month and benefit from discounts.

Duration	Minimum days/month	Daily rate
3 month	3–5 days/month	**1.450 – 1.390 EUR**
6 month	4–5 days/month	**1.350 – 1.290 EUR**
12 month	5-6 days/month	**1.250 – 1.190 EUR**

Explanation:

- Fixed number of days booked per month → clear planning & budgeting
- Longer terms = higher discounts
- Ideal for companies that hold regular team meetings and specific JourFix meetings, for example

3. Flexible Retainer

For companies that want strategic support spread out over the month without having to book fixed full days.

Flexible monthly quota – flexible usage:

- Days or hours can be spread across the month
- Focus: Priority, continuous support, implementation sparring

Retainer	Monthly volume	Price/month	Comment
Light	ca. 1 day/month	**1.500 EUR**	Strategic sparring, flexibly divisible
Growth	ca. 2 days/month	**2.900 EUR**	Regular management and support of brand development
Leadership	ca. 3 days/month	**4.200 EUR**	Part-time CMO, strategic implementation & management

Explanation:

- Retainer = **flexible access to expertise**, *no rigid daily* appointments
- Ideal for companies that need continuous advice, priority, and quick decisions
- Term typically 3, 6, or 12 months, terminable by agreement

4. Lectures & workshops

Customized presentation **ab 2.650 EUR**

Fresh impetus from outside, for inspiration and business development.

- Individualization & presentation
- Topics: Brand development, marketing strategy, positioning, target group psychology
- Optional: Q&A, recommendations for action

Workshop-Package **6.600 EUR**

Ideal for teams that need clarity, structure, and energy for the next steps.

- Preparation & analysis
- Implementation (1–2 days)
- Documentation & follow-up
- Recommendations for action
- Optional:
  Recommendations for suitable service and implementation partners

5. Brand analysis & recommendations for action

For example, for market analysis or analysis of the status quo, including specific recommendations for optimization, we can offer a fixed flat fee.

10.000 EUR

References

W.SCHILLIG

trendfairs

RETAIL NXT

RAL
Simply Excellent.

OBJEKT
EINRICHTUNG
CONZE

MOW

Mosa.

möbel kultur

moebel.de

meine ernte

markilux

LeXtender

Linnenbecker

KTW Technology

koelnmesse

KIMOCON
next level living

h+h
cologne

HITACHI

impress
THE DECOR COMPANY

FEB

EINRICHTUNGS
PARTNER RING

ELEKTRO
VARKEN
STARKE PARTNER

decor
metall

dlv
Deutscher
Ladenbau Verband

CABINET
Einbauschränke nach Maß

bdia
bund deutscher
innenarchitekten

Bars'
KÖFTE

ARCHITECT
@WORK

ambiente

360
grad
plaza

Tasks & functions

Independent Brand Management Consultancy & Fractional CMO (Chief Marketing Officer) for Companies from industry and trade
philla BrandXitement since 2016

Active member at the **Focus group "Smart Retail"** of the BVDW since 2021
Co-Founder & Shareholder, *LiveShopping4U,* Service provider for Social Commerce since 2021
Development of *360gradplaza*, Service provider platform for Home& Living Industry 2020
Advisory Council in the *European Visual Marketing Merchandising Association* since 2020
Jury Member of the initiative *"Elektromarken.Starke Partner."*, 2018, 2019, 2021, 2022
CMO, Member of the Board *CABINET Schranksysteme AG*, 2008 – 2015

Education & Training

KI Basics / KI in Retail pros+consultans & OMR education, 2024 + 2025
Social Media Management *IHK* certificate course, graduation with honours, 2018 + 2021
Online Marketing Management *IHK* certificate course 2018
Innovations-Management *HAUFE Akademie* 2018
Trend Embedding *HAUFE Akademie* 2017
Executive coaching, Milo Picado 2011-2015
Marketing Management *IHK* certificate course 2005
Advertising Management WAK - *Westdeutsche Akademie für Kommunikation*, graduation with honours, 2001
Interior Decoration *HTI - Hotel Textil* Interieur, 1996-1999
Volunteer at *G+J,* "Schöner Wohnen" & Living editorial department 1996
Study at the University of Cologne History of Art + Archaeology, 1993-1996
Inchbald School of Design, Summer Course 1994
TV + Cinema assistant director Tacker Film, Calypso Film, ZDF, 1992 – 1996
Event organization Barbarella Entertainment, Agency "Players", 1992 – 1996
Sales assistant Brand Store of "Walter Steiger" Cologne
Graduation in Cologne 1992

Memberships

BVDW Member · IFH Förderer · vmm European Visual Marketing Merchandising Association · Marketing Club Köln-Bonn · AVPQ Amtliches Verzeichnis Prequalifizierter Unternehmen