



MARION  
GUENTHER

(Dipl. Inform. (Univ.))

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Solutions

*Innovation*

**22 years of work experience**

Usability and User Experience

**Big  
Picture**

People  
Management

Storytelling

**Digital  
Transformation**

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White-  
boarding

**STRATEGY**

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Brain-  
storming

# Marion Günther



## PERSONAL DETAILS

Family Status           Unmarried  
Nationality             German  
Date of Birth            27.11.1975  
Place of Birth           Wolfratshausen near Munich

## WORK EXPERIENCE

since  
July 2020

**Principal Solutions Consultant**  
EMEA

Adobe Workfront  
Remote

- Pre-Sales Consulting, Vision, Strategy and Solution Design for large Industry-led Accounts for a SaaS Solution (Work Mgt)
- Advisor to Clients, Sales and Partner Team
- Discovery Sessions, Whiteboarding, Presentations, Demos
- Storytelling and big picture / cross product approaches

May 2019  
- May 2020  
(Corona)

**Director Product**  
People Management

Gini GmbH  
Munich

- Define **Product Strategy, Roadmap, Vision**
- Run Product Development Team, Innovation Lab and AI Lab

Aug. 2015  
- May 2019

**Principal Digital Evangelist**  
EMEA

Nuance Communications  
Remote

- Consulting F500 clients on **digital transformation in customer engagement** and improving their **customer's experience** with the help of solutions powered by **artificial intelligence**
- Conducting summits, workshops, demos and trainings
- Evangelizing the need for digital transformation
- Scoping, designing, planning, pricing, supporting the strategic product roadmap
- **Solution whiteboarding and storytelling**
- **Interface** to sales, product management, product marketing, development and professional services

Jan. 2012  
- July 2015

**Management Consultant / CEO / Founder**

Self-employed  
Munich

- **Consulting** on e-commerce **strategy**, shopmanagement, user experience, reorganization, **optimization** and supervision of ongoing e-commerce projects, **coaching**
- Foundation of an **e-commerce company** with wellness products for women, **CEO**; Conception, calculation, planning, realization and maintenance, product management, optimization



## EDUCATION AND QUALIFICATIONS

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1996 – 2001	Studies of <b>Computer Science</b> at the University of Passau, Germany; Minor subject <b>Medicine</b> ; Graduation: <b>1,3 (Master/Diploma)</b>
2010	Certification as <b>Project Management Professional, PMP®</b> , at the Project Management Institute PMI ( <a href="http://www.pmi.org">www.pmi.org</a> )
2015	Certification as <b>CPUX (Certified Professional for Usability and User Experience)</b>
2016	Certification as <b>User Experience Manager (IHK)</b>
2022	<b>Scrum Master</b> (Scrum Alliance)

## LANGUAGES

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German, first language; English, business fluent

## ADDITIONAL SKILLS

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- Leadership seminars and workshops
- Coaching skills seminar, sales coaching, professional selling skills seminars, Large Account Management Process (Miller Heimann)
- Presentation techniques seminars, Speaker trainings

## HOBBIES AND OTHER JOBS

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- Active in Voluntary Fire Brigade as **Fire Fighter** (SCBA wearer)
- Certified **Paramedic** at the weekend (part time job, ongoing)
- Creating new kinds of pralines, truffles and chocolates