

Curriculum Vita

Sabine Poppelmann

Customer Care and Marketing Communications Manager

Professional Profile

I am an enthusiastic, highly motivated and versatile Senior Manager, with more than 25 years' experience across a wide range of industries and disciplines, including Customer Care, Marketing Communications and Supply Chain in high level sales environments. Confident, tenacious with a proven track record for first class management and stakeholder satisfaction. Always on task with an ability to identify strategies and implement account direction positively. An excellent communicator and leader with an emphasis on utilising the strengths of colleagues and creating an environment for forward thinking ideas driven by business needs, sales targets and innovative marketing solutions.

Key Skills

Budget management
Project management
Supply Chain management
Contract/ Order Fulfilment
Logistics
Customer Relationship Management (CRM)
Strong marketing development and strategy skills/ communications
Writing of Press Releases
International trade shows and exhibitions
Confident communicator, negotiator and decision maker
Multi-functional & multi-cultural team leader
Excellent communication skills
Fluent in German/ Dutch – written and spoken
Customer focused
Customer facing
Global team player

Computer Literacy

MS-Office
AS400
CRM
SAP
Sage

Career Summary

2010 – July 2018

Plessey Semiconductors Ltd, Marketing Communications and Customer Care Manager

- **Marketing Communications Manager**
 - Managing, leading and driving of the Marketing and Customer Care teams to achieve and exceed targets.
 - Setting and Managing the annual Marketing budget.
 - Setting of and implementing strategic Marketing Communications plan for lead generation.
 - Media planning and purchasing.
 - Responsible for setting monthly objectives for 3rd party Public Relations company.
 - Responsible for creation of marketing collateral to support product sales, advertising materials, marketing campaigns, corporate and social media communications and Search Engine Optimisation (SEO).
 - Responsible for international trade shows and exhibitions.
 - Gathering and presenting of marketing data for senior management reporting.
 - Work with Products team on “New Products” launch plan.

- **Customer Care Manager**
 - Develop and implement Customer Care standards and continuous improvements.
 - Monitor Customer Care service levels and quality of service that exceed customers’ expectations, achieving “Best in Class” model in Customer Care, in accordance with the *Institute of Customer Service UK*.
 - Responsible for managing of team to support all customer accounts, including forecasts, quotations, sales order processing, procurement of buy for resale materials, pricing updates, negotiating pricing with 3rd party vendors.
 - Project management of engineering prototype orders, from inception to delivery, supporting the engineering department.
 - Managing and communicating on customer requirements with the production planning department.
 - Managing of product life cycle including End of Life (EoL) and Last Time Buy (LTB).
 - Excellent communication skills with all stakeholders, including Senior Management, customers, sales, production planning, engineering, printers, photographers and media.
 - Comprehensive experience estimating time schedules, working within budgets and time constraints and able to handle multiple projects simultaneously whilst able to remain calm under pressure.

- **Key Achievements**
 - Promoted to Customer Care Manager in August 2010
 - Promoted to Communications and Customer Care Manager in January 2015
 - Member of the Senior Management team

2008 - 2010

XFAB UK Customer Service & Logistics Co-ordinator

(Management buyout by Plessey 2010)

- Responsible for Key account management for ADI, Samsung, Atmel, Melexis and others internationally. Order processing, pricing, invoicing, interface with planning, liaising of transport with despatch and resolution of customer issues.
- Project management of engineering prototype orders from inception to delivery, supporting the engineering department.
- Issuing of New product implementation production release documentation for sign off to customer.
- Part of Continuous improvement activity team.
- **Key Achievement**
 - Implemented a faster process in setting up of credit limit for new customer accounts through effective communication in German with the HQ in Erfurt, resulting in highly improved customer satisfaction and a leaner process.

2001-2007

Rittal – CSM Head of Customer Support

- Responsible for all key account management internationally of hp, Dell IBM, Hitachi, Network Appliance and other OEM customers including order processing, pricing, resolution of customer issues and customer satisfaction.
- Reporting to the Manufacturing Director through daily production meeting.
- Controlling and measuring of service level within department.
- Interfacing with Technical, Engineering, Quality and Finance departments.
- Monitoring of on time delivery and speed of replacement parts through Key Performance Indicator metrics (KPI's).
- Supporting and coaching team members.
- Recruitment/ interviewing of staff.
- Daily communication with the planning and or purchasing departments nationally and internationally.
- Key achievements were the introduction of an annual Customer Satisfaction Survey, conducted nationally and internationally, resulting in improvements in service level from 72% to 82% within a 3-year period. Attaining the highest standard of internal auditing to ISO 9000 standard.

2001

Barclays Bank Liskeard – Customer Services

- Responsible for debit clearing procedures on cheques. Returning of direct debits, account closures and corresponding with customers, operated on Barclays in house computer.

1994 – 2000

WP Computer Systems CC Operations Manager (South Africa)

- Responsible for providing local business, educational and health sectors with IT technology to enable efficient management of their core operations.
- Implementation of cohesive teams for administration, sales, support and help desk.
- Supervision of service department on behalf of the Technical Director.
- Negotiating and purchasing of hardware components and software from suppliers.
- Identifying client needs and problem assessment, reducing TCO (Total cost of ownership) and ensuring cost effective business operations.

Academic Qualifications

- 2005** Plymouth College of further education professional studies – Time Management & Delegation
- 2003** Public Course Partnership London – Managing Customer Care
- 2003** Neville Clarke International – Internal QS Auditor
- 1993 – 2000** Various Microsoft Training Seminars South Africa
- 1997** MS – Office 97 (Damelin Computer School)
- 1994** Diploma in Business Management (Damelin Management School South Africa)
- 1991 – 1993** B. Com – Bachelor of Commerce (University of Durban, South Africa)
- 1979** Diploma in Business Administration & Management (University of Paderborn, Germany)

Personal Details

- Languages:** Fluent English, German and Dutch
- Nationality:** German
- Marital Status:** Married
- Driver License:** Clean
- Email:** s.poppelmann@btinternet.com

Interests

Reading, gardening, travel, swimming