Alexander Dross

+49151/22954547 | mail@alexanderdross.com | www.alexanderdross.com

Motivation: **Digital strategist with 15+ years of experience, primarily in the pharmaceutical sector. Enhanced customer engagement and online presence through data-driven strategies. Expert in digital strategy and large digital ecosystems, aligning innovation with business goals. Passionate about delivering exceptional digital experiences.**

Date of birth: **April 22nd 1988, Solingen, Germany**

Education:

2009 - 2016 **Bochum University of Applied Sciences**, Germany

- B.Sc. in Business Engineering and Electrical Engineering
- Focus: IT Management, Strategic Marketing & Strategic Planning
- Award for the best bachelor's thesis of the year: "Approach of a Global Domain Strategy in Pharma"

Work Experience: **Boehringer Ingelheim International GmbH**

11/2021 - present Global Capability Owner - Web
03/2020 - present Global Capability Lead (Business & IT) for Search Engine Strategy
10/2019 - 11/2021 Global Process, Data & Platform Owner (Director Level) - Search, Apps, 3rd Party Data & Paid Media
10/2018 - 09/2019 Global Process Owner (GPO) - Search Strategy
01/2018 - 09/2018 Global Digital Capabilities Manager - Search Excellence
09/2016 - 12/2017 Corporate Digital Governance & Quality Assurance Manager
04/2016 - 08/2016 Global SEO & Domain Strategy (Contractor)

10/2006 - 08/2011 **virtualnights:media Ltd. (now Brandfit GmbH)**, Essen - Project & Regional Manager
02/2011 - 05/2012 **team:penta GmbH & Co.KG**, Dortmund - Freelance Project Manager & Business Development
02/2015 - 05/2015 **SAP Deutschland SE & Co. KG**, Walldorf - Business Transformation Services (BTS PI)
03/2012 - 12/2017 **Enactus Germany c/o KPMG,** Cologne - Head of Web & Media Assistant, Germany
03/2012 - 12/2012 **Bayer HealthCare AG**, Leverkusen - Marketing & Strategic IT Management
04/2011 - 12/2014 **Marcus Prünte Rest GmbH (McDonald's)**, Ratingen - Marketing & Web Development

Entrepreneurial Ventures:

01/2008 - present **Dross:Media Consulting, Helden-Group GbR, sixunity GmbH**

- Consulting, strategic and operational implementation of online branding, web development, SEM, SEO.
- IT services provider with 5 own products and 2 additional services - Social WIFI, Smartphone App kit, deletion of illegally web links, reputation management, pentesting.
- frinXX - own gastronomy services innovation: customers are now able to order real beverages online for own consumption or as a gift for friends.
- Clients: McDonald's NRW, Bayer AG, Enactus c/o KPMG, Butterfly, Table Tennis Mayor League, et al.

Voluntary Engagement:

05/2022 - present **Association of Enterprise Architects (AEA)** - Member
01/2019 - present **The 'Stratux' Project** - Open Source Contributor
06/2018 - present **Drupal Association** - Member & Open Source Contributor
01/2018 - present **Build & Grow e.V.**, Gummersbach - Strategic SEO & IT
05/2015 - 03/2016 **Kiron Open Higher Education**, Berlin - Strategic SEO & IT
05/2013 - 05/2014 **Bochum University of Applied Sciences** - Election Committee
09/2012 - 07/2013 **Enactus, Bochum University of Applied Sciences c/o KPMG** - Marketing Leader
08/2010 - 01/2012 **Bochum University of Applied Sciences** - Mentors Coaching Education

Certificates: **Scrum:** PSPO I+II, PAL I**, AWS:** Cloud Practitioner Essentials, **TOGAF:** 9 LEVEL 1+2 **Google:** Partner certified: Mobile Web Specialist, Mobile Sites, AdWords Fundamentals, AdWords Search-, AdWords Display-, AdWords Video-, AdWords Mobile-, AdWords Shopping Advertising, Analytics Qualified Individual, Analytics Platform Principles, Online Marketer, **Bing:** Bing Ads Accredited Professional, **Microsoft IT Academy:** Office Excel 2013 Expert, Office Word 2013 Expert, Microsoft PowerPoint 2013, Microsoft Project 2013, IT Security and Data Privacy, The Internet, Cloud-Services and the World Wide Web, **IT Inside Bayer, Project Management Foundation Certificate PRINCE2**