Luisa Sophie **Andorff**

> Marketing, Communications & Transformation Expert

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01 SUMMARY

Business professional with a background in Marketing and Communications and experience working on transformation and organizational topics in international corporate environments. Working in the central CIO Office at Mercedes-Benz, collaborating across IT functions and working closely with C-level management on diverse topics. My experience ranges from coordinating cross-functional initiatives and workshops to driving company-wide transformation formats for all types of audiences. With an academic background in International Business Management and Marketing and professional experience across Automotive, Enterprise Technology, Consumer Goods, and a medium-sized designer furniture retailer, I bring a combination of analytical thinking, strong communication, and hands-on execution.

02 PROFESSIONAL EXPERIENCE

CIO Communications Assistant
Mercedes-Benz Group AG — 07/2025 – Present — Stuttgart, Germany

- Drive transformation and activation initiatives across Mercedes-Benz, translating technology topics into scalable formats for audiences of up to **~160,000 employees**; A voluntary activation format generated **~12,000 registrations (~8% of the target audience)** during the year-end period
- Own the end-to-end delivery of the largest annual IT leadership event for **~320 senior managers**, coordinating **~50 contributors across 10+ departments** as well as external partners, with responsibility for stakeholder alignment, budget and execution; Participant satisfaction was predominantly rated **4 or 5/5**
- Develop CIO briefings, keynotes, and further materials for internal and external engagements

Communications Specialist
Mercedes-Benz Tech Innovation GmbH — 02/2024 – 06/2025 — Stuttgart, Germany

- Supported strategic transformation, organizational design and business process initiatives, working with cross-functional stakeholders to identify challenges, structure complex topics, and develop actionable solutions
- Designed and facilitated workshops to identify pain points and improvement opportunities in organizational and business processes, including topics related to sourcing, and translated findings into recommendations and follow-up actions
- Developed and implemented transformation formats and roadshows to build stakeholder understanding and confidence around change initiatives, **fully achieving the defined target** for stakeholder confidence

Intern, Executive Assistant Team to VP IT Marketing / Sales
Mercedes-Benz AG — 07/2023 – 12/2023 — Stuttgart, Germany

- Developed digital communication and engagement formats for a global organization of **~7,000 employees**, including newsletters, intranet content and town halls
- Supported international, cross-functional expert events end-to-end, from coordination to execution and follow-up
- Collaborated with international stakeholders, external partners and agencies across the IT Marketing & Sales division

Intern, Brand Management
Nestlé Wagner GmbH — 10/2021 – 05/2022 — Nonnweiler, Germany

- Managed packaging changes across **ten brands**, while collaborating with internal teams, agencies and external suppliers; Achieved **100% on-time delivery** of print-ready artwork during the transition
- Conducted market, competitor and performance analyses using Nielsen, Kantar and GfK data to generate insights supporting brand and commercial decision-making
- Analyzed consumer and market trends and translated findings into actionable recommendations for brand and marketing initiatives

Dual Track Student
Architare GmbH & Co. KG — 10/2018 – 09/2021 — Nagold, Germany

- Built and maintained direct B2B and B2C customer relationships, advising customers on individual needs and gaining early hands-on experience in client-facing relationship management
- Planned and executed marketing and promotional activities for B2B and B2C target groups
- Analyzed website performance using Google Analytics and derived data-driven measures for marketing activities

03 EDUCATION

M.Sc. Marketing & Digital Media
ESCP Business School — 07/2022 – 12/2023 — Madrid, Spain

FRENCH GPA **16/20**
FOCUS Brand Building, Customer Experience, Social Media Management, Sustainability Management

- Worked in international, cross-functional teams with diverse academic and professional backgrounds on real-life business challenges, strengthening collaborative problem solving in high-performance team environments
- Completed a real-life consulting project for L'Oréal and Havas Group

Intercampus Period
ESCP Business School — 06/2023 — London, UK

- Fashion, Luxury & Innovation Track

International Seminar
ESCP Business School — 03/2023 — California, USA

- Academic and industry exchange focused on technology and innovation, including sessions with Google, Salesforce and UC Berkeley

B.A. International Business Management with a Specialization in Marketing
ISBA University of Cooperative Education — 10/2018 – 09/2021 — Freiburg im Breisgau, Germany

GERMAN GPA **1.9/4.0**
FOCUS Marketing Analysis, Promotional Strategy, Strategic Marketing

- Completed as a dual study program in combination with professional experience at Architare

04 SKILLS

- Strategic Transformation
- Stakeholder & Relationship Management
- Problem Solving
- Cross-Functional Collaboration
- Business Process Improvement
- Project Management
- Executive Communication
- Data & Performance Analysis

05 LANGUAGES

German — Native
English — C1
Spanish — B1–B2

06 INTERESTS

- Pilates & Fitness
- ESCP Business School Admissions Ambassador