

# SPEAKER PROFILE

## MMAG. SABINE FRIESSER

+43 650 2082222 | [sabine.friesser@gmail.com](mailto:sabine.friesser@gmail.com)  
[www.linkedin.com/in/sabinefriesser](http://www.linkedin.com/in/sabinefriesser)

- Head of Marketing and Communications Amiblu Group
- Lecturer at the Carinthia University of Applied Science
- Co-Founder of the Competence Circle Marketing
- Marketing and Branding Consultant



## Bio

Sabine Friesser is the Head of Marketing and Communications at the Amiblu Group, the worldwide leading producer of glass-fiber reinforced pipelines. Amiblu's 1,500 employees handle infrastructure projects for drinking water, wastewater, and hydropower in some 110 countries. Sabine and her team develop strategic marketing plans that are implemented around the globe, steer communications online and offline, and manage all Amiblu brands in a highly competitive industry and an extremely international market presence.

Sabine holds master's degrees in Applied Business Administration and Economic Law and spent two semesters at Harvard University in a professional development program where she specialized in behavioral economics, managerial decision making, and persuasive marketing strategies.

She is the co-founder of the Competence Circle Marketing, a platform that connects marketing executives. As a consultant, she accompanies businesses in various industries in brand building and marketing. Furthermore, she teaches at the Carinthia University of Applied Science and lectures workshops on marketing topics.

Sabine is fueled by passion and not interested in conforming to the status quo. Creative people who dare to do things differently inspire her – those who strive for greatness and won't settle for less.

## SELECTED PAST TOPICS

- How to win international customers with social media
- Copywriting: the magic of words
- Creating customer value in B2B
- Online marketing for "unsexy" products
- Yes, social media can work in B2B
- The new rules of marketing

## TESTIMONIALS

A powerhouse when it comes to marketing & communication. Inspires and develops an organization and its people. Incredibly passionate, amazingly talented and skilled. --*Doris Strohmaier, COO at Pipelife*

One of the most creative and inspiring people I know. Her ability to think completely outside the box is very impressive. --*Leyla Allahverdiyeva, Regional Director Central Europe at HotelBeds Group*

An inspiring and respected team leader and colleague. A real pleasure to work with. --*Massimo Cacaveri, Managing Director at HOBAS Italy*

Handles projects in the most successful way and presents them throughout the world earning numerous awards. --*Lech Skomorowski, Wrocław University of Science and Technology*

