



Ole Göhring

Marketing / Customer Success Leader with a Hands-on mentality

About me

Strategic, Creative, Digital Tech Savvy with a deep passion for customer centricity. That is what you get when having me in your organization. Your employees and customers are the heart of your company, and through my holistic approach to customer experience, I transform the way organizations communicate to and with customers, without losing focus on the big picture around ROI and long-term goals.

Professional Journey

Independent Marketing Consultant / Fragmental CMO

APR 2019 - ONGOING

OLLOWORLD.COM, VIVEN.CH, PROACTIVELY.IO

Pitcher AG – pitcher.com

AUG 2020 – OCT 2022

HEAD OF GLOBAL MARKETING, COMMUNICATIONS AND CUSTOMER SUCCESS

Oracle Software GmbH – oracle.com

JAN 2018 – FEB 2019

DIRECTOR CUSTOMER ADVOCACY AND EXPERIENCE, ORACLE EUROPE, MIDDLE-EAST & AFRICA.

JULY 2016 – FEB 2018

SENIOR MARKETING MANAGER, EUROPE/MIDDLE-EAST AND AFRICA, PARTNER MARKETING ORACLE EMEA

JUN 2012 – JUN 2016

SENIOR MARKETING MANAGER WESTERN EUROPE , PARTNER MARKETING ORACLE EMEA

MAR 2008 – JUN 2012

SENIOR MARKETING MANAGER, SWITZERLAND, ALLIANCES & CHANNELS CH

Cisco Systems GmbH – Cisco.com

AUSTRIA AUG 2006 – FEB 2008

HEAD OF SMB MARKETING SWITZERLAND AND

OCT 2000 – JUL 2006

MARKETING AND EVENT SPECIALIST

Professional Achievements

- New Product Pricing & Packaging in 1 month (Viven AG)
- Launched new webpage in 1 month (Viven AG)
- Increased social media by 500% YoY (Pitcher)
- Doubled lead deal size by 200% through new GTM strategy (Pitcher)
- Turned new GTM & CI/CD strategy around in 4 Month. (Pitcher)
- Idealized, developed and launched Customer Advocacy program in 6 months. (Oracle EMEA)
- Executed 200+ demand and brand awareness campaigns per year. (Oracle EMEA)
- Created co-marketing strategies with KPMG, Deloitte, PwC, Cognizant, etc.
- Average ROI 1:114\$ (Oracle EMEA)
- Developed and implemented new program, doubling the marketing budget with partner funding. (Oracle Western Europe)

”

My DNA is all about
the customer

”

DETAILS

Ole Göhring

+41 79 616 3980

Dorfstrasse 106

5244 Birrhard, ch

ogohring@gmail.com

Nationality: Swiss/Danish

Birthday: 25.03.1973

Civil status: single

SKILLS

Creative thinking

Problem solving

Leadership

Communication

Agile and flexible

Persistence

Project Management

EXPERTISE

Customer retention & experience

Customer success strategy

Customer Journey evaluation and implementation

Storytelling

Digital Marketing

Social Media Marketing

Lead generation and ABM

Global marketing strategy

Branding and re-branding

Internal and external communication

Public relations

Multi-cultural team management

Budget administration and management