

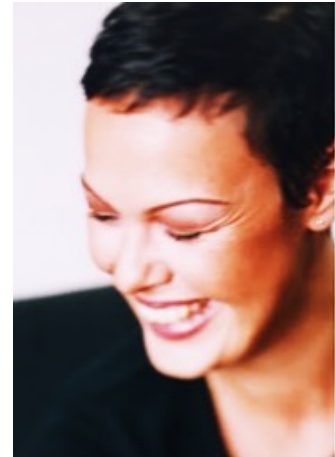
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ZUR PERSON.

Vitae.

Persönliche Daten.

Name	Susanne Conrad
Anschrift	Rheinuferstrasse 22, 41468 Neuss
Kontakt	mobil 01 72 / 66 34 931
email	dieconrad@googlemail.com
Web	dieconrad.de



Berufliche Laufbahn.

08.20219 - 10.2022

Senior Project Manager
CP/COMPARTNER, Essen

02.2019 - 07.2019

Freelance Project Manager
u.a. Saatchi & Saatchi, CP/COMPARTNER

05.2017 - 01.2019

Creative Coordinator (Traffic)
Havas Düsseldorf GmbH

08.2009 - 05.2017

**Projektmanagment, Art Buying, TV-Producing, Event-
Management, Geschäftsführerin und Inhaberin**
Ganzfeld, Düsseldorf

08.2014 - 07.2016

Unit Lead Brand Design (Freelance)
C&A Mode GmbH&Co.KG, Düsseldorf

01.2009 - 07.2009

Director LiveCommunication
GREY Worldwide GmbH, Düsseldorf

Vitae cont.

03.2005 - 12.2008

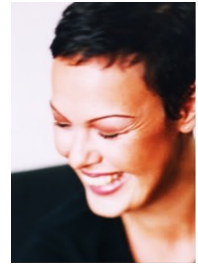
Head of Creative Services

Grey Worldwide GmbH, Düsseldorf / Hamburg

Abteilungen: TV-Department (15MA), Art Buying (5MA)

Illustratoren Pool (4MA), Traffic/Projektmanagement (5MA),

Print Production (10MA)



04.2006 - 12.2009

P&G Regional Point Person - Production Print & TV ¹⁾

P&G Stewardship SPOC - Single Point of Contact ²⁾

10.1998 - 03.2005

Head of Art Buying & Illustration

Grey Worldwide GmbH, Düsseldorf

1996 - 1998

Freelance TV-Producer

Kunden: Grey Worldwide, Siemens AG, Logic Records, Vitra Design Museum u.a.

1994 - 1996

Studiomanager und Inhouse Producer

Panta Rhei Digital Postproduction, Frankfurt/Main

1994

Head of Traffic und Head of TV

Trust Corporate Culture, Frankfurt/Main

1992 - 1994

Assistentin des Creative Geschäftsführers und Art Buyer

Publicis MCD, München

1990 - 1992

Account Executive

GRAMM Werbeagentur, Düsseldorf

1987 - 1989

Traffic / Projektmanagement

RSCG, Butter, Rang GmbH, Düsseldorf

Vitae cont.

Schulische Laufbahn.

1985 - 1987

Werbekaufmännische Ausbildung, Werbekauffrau IHK
RSCG, Butter, Rang GmbH, Düsseldorf

1985

Abitur

Helmholtz-Gymnasium, Hilden

Sprachen.

Englisch, fließend in Wort und Schrift

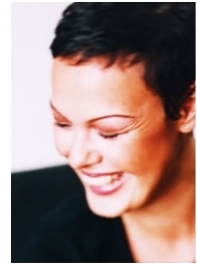
Deutsch, Muttersprache

Sonstiges.

Computerkenntnisse MS-Office, alle gängigen Applikationen

Interessen.

Bogenschiessen (Verein), Kochen (auf professionellem Niveau),
Kunst, Design, Architektur und stetes Weiterentwickeln.



Procter & Gamble Challenges.

P&G Regional Point Person - Print & TV (Abstract) ¹⁾

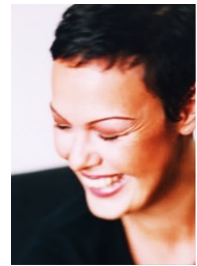
P&G has initiated a program for the improvement of its supplier relationships and processes in terms of quality, pricing and reliability in order to decrease production cost, both in print and TV and for all Grey productions in Europe. This program should be mirrored and monitored on the agency side to ensure that defined standards are harmonized and followed for a higher level of transparency, efficiency and simultaneously maintaining a maximum of creative freedom for the local agencies.

The overall objectives are: Improvement of quality and effectiveness as well as value of money.

Based on the meeting and discussion with P&G Marketing Purchase in April, 2006 the following Job Scope for the “Regional Point Person Print & TV-Production” has been defined:

- Enforcement of the P&G production standards
- Pre- and Review of the selection of preferred suppliers identified by P&G
- Recommendation to P&G for production policies
- Set-up of common processes and procedures for production (discipline) under the P&G production standards for
 - Cost estimation
 - Competitive bids within the preferred suppliers
 - Supplier selection

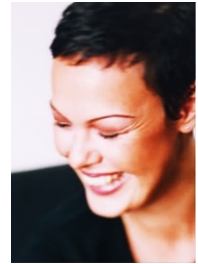
Region: Western Europe (main Agency locations: Duesseldorf, Paris, London, Milan, Madrid, Athens)



Procter & Gamble Challenges.

P&G Stewardship SPOC (Abstract P&G Policy Book) ²⁾

In order to comply with stewardship and internal controls requirements, it is essential that each Agency working on P&G business have a Stewardship SPOC.



It is the responsibility of the Stewardship SPOC to ensure the full deployment, training and understanding of P&G policies to the agency people working on the P&G account. They are training their people on these policies both upon joining the P&G team as well as periodic refreshers.

- Creation and update of binder of P&G policies and guidelines for each agency location
- On boarding of new agency employees working on P&G account to these policies and guidelines
- Periodic refresher trainings on stewardship and policies
- Ensure that policies and guidelines are complied with in their agency locations
- Implementation of Conflict of Interest policy
- Contact with the P&G Marketing Stewardship SPOC for all process and policy questions
- Ensure completion and follow up of Control Self Assessments and identified issues, where applicable
- Assist in follow up of P&G internal audits of the agency

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DANKE.SCHÖN.