

MELANIE KLEEMANN



Expert on Business Transformation and Modern Leadership C-Level Executive

Melanie Kleemann is an international C-level executive, she is an expert in business transformation and modern leadership, with a passion for customer-centric strategies and retail. Visionary thinking, innovation-driven work and operational implementation strength are her keys to success! She has held various management positions within international companies for more than 25 years.

Her training as a retail clerk laid the foundation for an impressive international career. Throughout her career, she has led leading companies in the fashion & sports, cosmetics and home & living sectors to success by implementing complex transformations and customer-driven innovations. She is characterised by her combination of far-sighted strategic vision and operational implementation, as well as her proven ability to motivate employees and lead them to the highest level of performance.

Melanie Kleemann also supports managers and founders as a business coach and mentor.

As a dynamic keynote speaker, Melanie shares her wealth of experience and is a sought-after speaker at international summits and congresses on the topics of transformation, customer centricity, omnichannel and retail. She impresses her audiences with her comprehensive expertise in the holistic development and targeted management of business units and organisations in order to make the most of market changes and growth opportunities.

Topics (Selection):

- From Transaction to Transformation, Customer Centricity as the Key to Success• From AI to Gen Z - the World of the Customer of Tomorrow• Retail Excellence in an Omnichannel World• Success Factors for a Customer-Centric Corporate Culture• Sustainability - from Niche Lifestyle to Megatrend
- Service Design - Service Experience
- Customer Centricity