

ShowHeroes Group appoints Stefanie Leonardi as Global Director Marketing

The experienced media and marketing expert takes over the management of the global marketing team of the ShowHeroes Group

Berlin, March 22, 2022 – The ShowHeroes Group has appointed Stefanie Leonardi as Global Director of Marketing. In this newly created position, the experienced media and marketing expert will take charge of the ShowHeroes Group's global marketing team from March 2022. The focus of her work is on the further development of the marketing strategy for all brands of the ShowHeroes Group on an international level. In addition to establishing a uniform marketing structure and expanding marketing expertise in the 28 active countries of the ShowHeroes Group, this also includes local adaptation, the communicative launch of all corporate brands in the global markets, and the integration of new brands, for example through corporate acquisitions, into the ShowHeroes Group. Stefanie Leonardi reports directly to Dennis Kirschner, CMO of ShowHeroes Group.

"With Stefanie, we are winning an absolute top performer for the newly created position of Global Director Marketing, who will support us in all new requirements of our strategic expansion thanks to her many years of expertise, her strategic understanding and her strong communication and leadership skills," says Dennis Kirschner, CMO of ShowHeroes Group. "Her know-how means a great asset for the global positioning of ShowHeroes Group and the further establishment of our brands in the markets."

"For the global growth of an innovative company like ShowHeroes Group, building a consistent marketing strategy across all markets is critical," says Stefanie Leonardi. "Together, we will consistently drive the transformation of Europe's leading video solutions company to global market leadership in this segment. I am particularly looking forward to this task."

Before joining the ShowHeroes Group, Stefanie Leonardi was Deputy Director Marketing at Burda Community Network International GmbH. For the marketing network of Hubert Burda Media she was responsible for the development of the marketing department as well as the strategic development. Prior to that, the marketing expert gained extensive agency experience in various management positions at Mediaplus and MediaCom.