



Key facts at a glance

- 20 years of experience in brand strategy and management, 10 years of which as a Strategy Director
- Management of well-known national and international brands in Germany and abroad
- Expertise in a variety of different industries
- Extensive experience in targeting & consumer insights
- Winner of the Gründerpreis (Business Founder Award) of the Wiesbaden region 2016
- MBA degree from the European Business School (ebs), Oestrich-Winkel (Dipl. Kaufmann)
- **Languages:**
German (native speaker),
English (business fluent), French, Spanish
- **Passions:**
My daughter Wilma, sailing, traveling...
and brands, of course

Career history

Tanja Lenz Strategy for Brands

Owner, 2015 – today

McCann Worldgroup Frankfurt/Berlin/Düsseldorf

Director Brand Strategy & Business Development, 2010 – 2015

Freelance work

Brand Strategist, 2007 – 2010

Grey Worldwide London

Global Planning Director for Nokia, 2006

SEK & Grey Oy Helsinki

Global Planning Director for Nokia, 2004 – 2006

Leo Burnett Deutschland Frankfurt

Regional Senior Strategic Planner, 2003 – 2004

Leo Burnett International Chicago

Senior Strategic Planner, 2002

Leo Burnett Deutschland Frankfurt

Account Supervisor, 1997 – 2001



A selection of „my“ brands



A selection of my projects



The cult brand develops new possibilities for our urban life: MINI LIVING and MINI FASHION

Support for the Group strategy in the realignment of the MINI brand, specifically in the areas of brand extension and business innovation, brand architecture as well as the creation of the global brand book from 2017 onwards.



The market leader from Finland is revolutionizing our uninspired playground culture

Long-term strategic consulting including market analysis, insight generation and development of a new, differentiating concept for indoor playgrounds in Germany.



Maggi is reinventing itself with a contemporary interpretation of good nutrition

Strategic support to accompany the realignment of Maggi in the areas of brand architecture, portfolio structuring and translation of the global Simply Good approach for the German market. Development of agency briefs for new product concepts and definition of content pillars.



With happy bees, the apiary brings the vision of a blooming future to life

Positioning of the apiary Taunusbiene, development of a brand book and definition of content hubs to further develop the brand in a contemporary way; supervision of the process of CI development and strategy implementation.