

GESINE GLÜCK

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Starnberg . Germany

LANGUAGES

English . fluent

Italian . fluent

German . native

CORE COMPETENCES

international

strategic and creative

adaptable mind

strong interpersonal

future oriented

innovation driven

INTERESTS

art . informel

architecture . minimalism

fashion . trend research

fashion . theory

fashion . supply chain

EXPERIENCE

ZEITGEISTY Starnberg

BUSINESS STRATEGY CONSULTANT

2019 - today . 2012 – 2013

- ethical brand consulting
- translating purpose into products
- consulted various fashion and retail clients
- conceptualized the vision and marketing strategy for a historical shopping center building in Munich

CAMPUSM21 Munich

LECTURER IN FASHION MANAGEMENT

2019

MD.H MEDIADESIGN HOCHSCHULE Munich

LECTURER IN FASHION MANAGEMENT

2013 - 2015

- taught students up to the bachelor degree including bachelor thesis and final exams in fashion marketing including digital strategies, trend research, product- and collection planning, fashion retail, advertising psychology
- initiated and supervised project studies for fashion companies
- planned and executed in collaboration with fashion design discipline the students' final fashion show in 2015, presented at Haus der Kunst, Munich

UNITED FASHION SERVICE Seefeld

HEAD OF PRODUCT MANAGEMENT LEATHER GOODS

ASSISTANT TO THE BOARD

2008 - 2011

- developed brand strategies and Corporate Identity concepts based on in-depth target group analyses as well as conceptualizing design, supervising sampling, production and sales
- supervised, instructed and organized international suppliers of different merchandise groups including supplier negotiations
- supervised, instructed and organized all actions concerning trend research, online and offline benchmarking, performance analysis, material research, sampling and production of premium leather goods

PARENTAL LEAVE Starnberg

2007 - 2008

STRENESE AG Munich

STRENESE SPA Milan

STRENESE AG Nördlingen

PRODUCT MANAGEMENT LEATHER GOODS

2005 - 2007 . 2003 - 2005 . 2001 - 2003

- supervised and organized the complete product management process for shoes and bags for Strenesse Gabriele Strehle, Strenesse Blue and Strenesse Men including collection plan, pricing strategy and calculation as well as performance analysis, trend research, material research including the coordination of several Italian tanneries and accessory suppliers, sampling, sales force briefing, production supervision, coordination and delivery
- supervised, instructed and organized international suppliers of shoes and bags in Italy, Spain, Portugal, China, Taiwan, Thailand and India including supplier negotiations, visited suppliers regularly

STRENESE AG Nördlingen

TRADEMARKETING

1999 - 2000

EDUCATION

ISTITUTO DI MODA MARANGONI Milan

MASTER OF BRAND MANAGEMENT

2000 - 2001

final thesis: the PRADA hotel – vision and strategy

LUDWIG-MAXIMILIANS-UNIVERSITÄT Munich

DIPLOM-KAUFFRAU

1995 - 1998

majoring in marketing and innovation-technology management

minoring in advertising psychology

UNIVERSITÄT BAYREUTH Bayreuth

VORDIPLOM

1993 - 1995