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**Team biography:**

## Sabine Popp

**Head of Marketing**

Sabine is an experienced and customer focused marketing executive with over 20 years' track record in corporate and SME marketing and consulting, across a broad range of industries.

An expert in brand communication, marketing strategy and inbound marketing, Sabine has delivered results driven campaigns for global brands including BMW, MINI, Siemens, Hubert Burda Media and Mintel. Throughout her career, she has built several marketing functions from scratch including recruiting, the setup of systems and processes and ongoing optimisation.

More recently, as Consultant Marketing Director Sabine has supported UK SMEs in transforming their marketing to support growth strategies, with a particular focus on technology, finance and other service-driven industries.