

Anna Bender – Profile



CV

- **2007-2020** Axel Springer, since 2014 Head of Corporate Development
- **2001-2006** Roland Berger, Competence Center Restructuring & Corp. Finance Consultant, Project Manager
- **1997-2001** European Business School, Oestrich-Winkel

Skills / Experience

- Corporate Development: reorganisation, transformation, restructuring – all including tailored stakeholder communication concepts
- Carve-outs, spin-offs
- Digital transformation, change management
- Incentive schemes, New Work
- Business Coaching

USP

- 18 years track record in successful project management around all aspects of corporate development
- 5+ years top management experience (MDAX corporation)
- 5+ years mentor for young leaders
- Dynamic, pragmatic, hands-on work style
- Good sense of empathy
- Strong communicator

Projects (extract)

- Strategic Redesign and Right-Sizing of the Axel Springer Holding/HQ (Re-allocation of functions between HQ and segments, total costs down by -20%)
- Redesign of Axel Springer's STIP system
- Reorganisation of the BILD and WELT publishing organizations (incl. aspects of labour and tax legislation)
- Developing a strategic growth plan for Axel Springer' major units with new shareholder KKR

Contact

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