

# CV



## John Binet

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**Nationality**

## Diploma in Business Administration

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20.07.1982, Paris

German

## Summary

- 17 years of marketing and sales experience in OTC, generics and consumer goods
- Highly skilled in brand, digital, shopper and expert marketing
- Savvy in the development of go-to-market strategies and in sales execution
- Proven track record in the management of complex brand portfolios and diverse teams
- Cross-functional national and international project management experience
- Conceptual, analytical, result-oriented, passionate

## Work experience

- 01/2024-date**                      **KARO Healthcare GmbH, Düsseldorf**  
**Interim Commercial Consultant & New Business Manager Central Europe**
- Developing and executing a geographic expansion strategy for a leading Karo brand across Central Europe
  - Identifying and assessing new sales channel opportunities to grow the OTC portfolio in Germany
  - Driving the successful expansion of the Karo OTC & Rx portfolio into Austria, Switzerland, and Eastern Europe
- 02/2023-12/2023**                      **STADA Consumer Health Deutschland GmbH, Frankfurt**  
**Interim Innovation Management VMS (vitamins, minerals, supplements)**
- Initiated successful new product concepts in the VMS category, based on relevant consumer insights
  - Developed two innovation concepts that tested top quartile and were launched to market
  - Led end-to-end product development, including marketing positioning and go-to-market strategy
- 08/2022-03/2023**                      **Reckitt Benckiser Deutschland GmbH, Heidelberg**  
**Interim Category Lead Laundry**
- Led the Laundry marketing team in Germany, overseeing strategy and execution
  - Developed and implemented brand and communication strategies for **Vanish**, **Calgon**, and **Hoffmanns**
  - Identified and executed margin-boosting initiatives despite inflation and rising costs
- 01/2022-06/2022**                      **STADA Consumer Health Deutschland GmbH, Frankfurt**  
**Interim Category Lead Pain&Sleep and VMS**
- Led the Pain & Sleep and VMS marketing team in Germany with full strategic and operational responsibility
  - Developed and executed brand strategies for **Hoggar**, **Kamistad**, **Magnettrans**, **Eunova**, and **Cetebe**
  - Drove innovation by creating and implementing new product concepts across categories
  - Launched an omnichannel campaign for **Hoggar**, delivering strong double-digit growth
- 07/2021-12/2021**                      **STADA Consumer Health Deutschland GmbH, Frankfurt**  
**Interim Brand & Innovation Management STADA branded generics**
- Developed and executed the STADA OTC branded generics strategy
  - Defined brand positioning, communication concepts, and innovation pipeline across key therapeutic areas
  - Implemented a unified packaging design, enhancing brand consistency across the entire portfolio
  - Built a strong online and e-commerce presence, including dedicated homepage and Amazon Brand Store
- 07/2021-date**                      **John Binet Interim Management & Marketing Consulting**  
**Interim Manager / Marketing Consultant**
- Freelance as Interim Manager and Marketing Consultant

**07/2018- 06/2021      GlaxoSmithKline Consumer Healthcare, London**  
**Chief of Staff EMEA**

- Developed and implemented strategy and business planning for EMEA (£4.7bn turnover)
- Established a focus-strategy that delivered significant improvements in sales and profitability
- Led digital transformation initiatives and explored new digital business models
- Designed a turnaround strategy for **Voltaren** with Western European Markets
- Led the Consumer Healthcare Brexit program, ensuring business continuity and regulatory readiness
- Acted as commercial lead for the successful divestment of **Thermacare** in EMEA
- Designed the EMEA operating rhythm to drive alignment and effective communication across the leadership team

**01/2018 – 06/2018      GlaxoSmithKline Consumer Healthcare, London**  
**Manager Future Strategy Group**

- Completed a 6-month Leadership Development Program within the Corporate Strategy Team (Office of the CEO)
- Developed a strategy and activation roadmap to simplify systems and processes across GSK globally

**01/2016 – 12/2017      GlaxoSmithKline Consumer Healthcare, München**  
**Marketing Lead Therapeutic Oral Care DACH (Director)**

- Successfully transferred the business from Hamburg to Munich as part of the GSK–Novartis Joint Venture
- Led a high-performing brand, shopper, and expert marketing team (10 direct reports) with £211m in annual sales
- Developed and implemented the entire marketing mix for consumers, pharmacists, and dentists
- Achieved record market shares for **Sensodyne** and **Parodontax** (3-year CAGR >10%); **Sensodyne** awarded “Top Brand” in 2016 and 2017 by Germany’s leading trade publication
- Drove digital transformation of the brand portfolio and accelerated e-commerce initiatives
- Advanced the expert marketing strategy, securing the #1 dentist recommendation for **Parodontax**

**09/2013 – 12/2015      GlaxoSmithKline Consumer Healthcare, Hamburg**  
**Marketing Manager Northwest-Europe (Sensodyne, Parodontax, Corega)**

- Led brand and shopper marketing across DACH, Scandinavia, and Benelux, managing a team of 8 direct reports
- Achieved record shares for **Sensodyne** in five markets and turned around the Denture Care category in Belgium
- Delivered high-impact product launches and relaunches, including **Sensodyne Repair & Protect** in Germany – awarded “Launch of the Year 2015” by Germany’s leading trade publication

**12/2011 – 08/2013      GlaxoSmithKline Consumer Healthcare, Hamburg**  
**Key Account Manager drugstores und Amazon**

- Held strategic and operational responsibility for dm Drugstore (GSK’s largest customer in Germany) and Amazon
- Drove continuous growth through new listings, successful price increases, and impactful activation initiatives
- Explored and leveraged digital opportunities by developing innovative activation mechanics with Amazon

**01/2007 – 11/2011**      **GlaxoSmithKline Consumer Healthcare, Bühl**  
**Brand and Innovation Management (Dr. Best, alli, Sensodyne)**

- Held strategic and operational responsibility for **Sensodyne**, GSK's fastest-growing brand in Germany
- Led the Rx-to-OTC switch launch of **alli**, a weight management drug
- Launched **Dr. Best Zwischenzahn**, recognized as a national bestseller in 2008
- Drove innovation for **Dr. Best** by leading the innovation stream and initiating multiple pipeline projects

## Traineeships

**08/2006 – 12/2006**      **GlaxoSmithKline Consumer Healthcare, London**  
Trainee Sales and Marketing Europe

**02/2003 – 08/2003**      **Wella (Coty Inc.), Darmstadt**  
Trainee Trade Marketing

## Education

**10/2001 – 06/2006**      **University of Applied Science, Erfurt, Germany**  
Diploma in Business Administration (Diplom-Betriebswirt FH)

**10/1998 – 06/2001**      **Wirtschaftsgymnasium, Landau, Germany**  
A-Levels (Abitur)

## Further Trainings

**12/2020 – 06/2021**      Squared Online Digital-Marketing-Training, Headstart Studios  
**01/2017 – 12/2018**      Digital Marketing Trainings (e.g., SEO, SEA, Mobile), Circus Street  
**10/2017**      Masterclass Programmatic, Google  
**08/2011**      Management Training, GSK

## Qualifications

**Languages**      German (native)  
English (fluent)  
French (basic)

**IT-skills**      MS Office: Power-Point, Word, and Excel (expert)  
AC Nielsen (proficient)

Schemmerhofen, 01.04.2025



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