

ENID BRUN

Brand Marcom Executive

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EXECUTIVE IMPACT

Visionary and hands-on marketing lead with 15+ years in brand and agency side architecting marketing programs, campaigns and strategies for global brands (Adidas, Reebok, Swatch, Corona, VW). Expert in defining strategic plans, research and narratives that sync product, marketing, and creative vision, driving credibility, connection and commercial success. Proven track record leading teams collaboration to deliver breakthrough campaigns contributing €1.5B+ revenue across EMEA.

LEADERSHIP COMPETENCIES

Industry Experience • Long-Range Vision Setting • Cross-Functional Team Leadership • EMEA & Global Markets • Campaign Management & Delivery • Channel Strategy • Digital, Retail & Experiential • Stakeholder Management • Global to Local Bridge • Impact Driven • Business Acumen • Community Building • Content Production • Collateral Material • Presentation Skills

KEY ACHIEVEMENTS SPOTLIGHT

- **€1.5B+ Revenue Contribution** - Architecting EMEA digital activations planning & growth
- **5-Year Strategic Vision** - Collaborating with senior leadership to articulate EMEA GTM vision
- **40+ Markets Activated** - Long-term mapping for growth through global cultural relevance
- **400% Efficiency Gain** - Team leadership and organization transformation
- **€6M+ Marketing Investment** - Leading vision for lifestyle & performance driven new brand
- **Multiple EFFIE Awards** - Creative and strategic excellence delivering measurable impact

PROFESSIONAL EXPERIENCE

DIRECTOR, DIGITAL ACTIVATION PLANNING EMEA | Adidas | Amsterdam

Oct 2020 – Jul 2023

- **Architected and advocated the long-range vision** for digital activation planning contributing to €1.5B eCommerce revenue across EMEA
- Collaborated with senior leadership to articulate **5-year brand strategic plans** across all categories to present in annual sales and marketing meetings
- **Led team of 14 persons**, managing Adidas Originals lifestyle, Sports & Performance, Special Projects and Horizontal categories strategic content planning
- **Drove organizational buy in achieving 99% on-time activation rate** for global campaigns including Olympics, Ivy Park, Yeezy, UEFA Championship, Impossible is Nothing
- **Report insights to rapidly evolve marketing strategies**, creating value for commercial and product teams through data-driven measurement and prioritization frameworks
- **Orchestrated early go-to-market strategies** for global brand campaigns and BU's across all categories, integrating EMEA priorities

- **Transformed team focus** from execution to strategy, supporting area growth and capability building
- **Managed complex stakeholder ecosystem** aligning product, marketing, retail, and commercial interests across diverse business units and cross-functional brand teams

CHIEF MARKETING OFFICER | DFNS BV | Amsterdam

Jan 2019 – Mar 2020

- **Set and executed the strategic vision** for a new range of lifestyle products at performance-culture intersection, securing €6M strategic marketing investment
- **Led team of 20+ creative professionals at this startup**, drawing top talent from Wieden+Kennedy, Virtue, Media Monks within 12 months
- **Drove marketing excellence through partnership-led strategies** with Nike, Off-White, Patta Running Club, UFC, elevating brand credibility
- **Architected go-to-market plans** creating cultural moments and driving commercial success including US wide Foot Locker activations
- **Defined brand positioning** across product development, merchandising, retail, digital, PR, social media experiential—ensuring cohesive lifestyle brand execution and business impact

SR. GLOBAL CREATIVE PRODUCER | Reebok | Amsterdam

Jun 2017 – Dec 2018

- **Orchestrated end-to-end strategic execution** of Reebok's global digital campaigns , managing teams across complex large-scale creative projects
- **Drove commercial growth**, capturing 5 Global BU accounts within 6 months including Reebok Women, Kids, Performance, Commercial, Studio & Lifestyle
- **Boosted team performance 400%** managing high-volume campaigns while maintaining cultural relevance and brand credibility
- **Developed measurement systems** ensuring consistent brand experiences across international markets to drive business impact
- **Optimized budget allocation** orchestrating timelines across diverse stakeholder groups

GLOBAL MARCOMS PROJECT LEADER | Swatch | Biel, Switzerland

Nov 2005 – Jul 2012

- **Repositioned Swatch in youth culture through Fashion, Art & Sports**, establishing partnerships with media, artists, cultural movements and fashion institutions.
- **Architected brand growth strategy**, launching Swatch's all-time best-selling limited edition, driving cultural relevance through premium experiences
- **Scaled strategic brand collaborations** and campaign activations to global level (+40 countries), managing Swatch's especial products portfolio and brand positioning initiatives
- **Led cross-functional collaboration** with product development, retail, CRM, digital, advertising, PR for integrated delivery, increased awareness and commercial success
- **Created cultural moments** through a wide variety of global activations and campaigns across Paris, Tokyo, NYC, London, Shanghai, Berlin—amplifying brand credibility
- **Generated 1M+ Swiss Francs in PR** impressions demonstrating measurable business impact and cultural connection

BRAND STRATEGIC PLANNER | DDB Advertising | Mexico City

May 2002 – Aug 2004

- **Led EFFIE award-winning strategies** for global brands in the region such as Volkswagen, PepsiCo, Nestlé, Heineken
- **Supported the acquisition of 10+ new accounts** through integrated marketing planning and research driving agency commercial growth within 24 months
- **Developed data-driven insights** to enhance brand positioning and market share in LATAM
- **Conducted cultural trend analysis** shaping activation campaigns and brand narratives
- **Coordinated globally with DDB New York and London offices** as network ambassador

ENTREPRENEURIAL LEADERSHIP

FOUNDER & PRESIDENT | Nativas | Global

Aug 2012 – Present. Cultural impact consultancy serving Corona, Doritos, Foot Locker, Adidas —specializing in authentic cultural relevance, partnerships, editorial, youth culture and DEI talent

BRAND & MARKETING CONSULTANT | Independent Practice | Global

2025 – Present. Strategy and vision consulting for premium brands on culture-led strategies.

EDUCATION & CERTIFICATIONS

- **MSc Business Administration** - Entrepreneurship & Leadership | University of Amsterdam
- **BA Marketing** - Honours | Monterrey Institute of Technology, Mexico
- **Creative Leadership Accelerator** | Google RARE Program, APAC
- **Executive Creative Leadership** | THNK School, Amsterdam
- **Certified Brand Specialist** | Level C, Marty Neumeier, London
- **Postgraduate Digital Marketing** | Digital Marketing Institute
- **Fashion, Art Direction & Film Studies** | Central St. Martins & UAL, London

GLOBAL PERSPECTIVE

Languages: English, Spanish (Fluent) | German, Italian (Business) | Dutch, French (Conversational)

Cultural Fluency: Lived and worked across 3 countries, with +40 markets - understanding what resonates with global diverse communities

Athletic Roots: Former volleyball athlete, team oriented and thriving in collaborative environments, bringing competitive drive, and collective success mindset

Creative Philosophy: 16th-generation Samurai deshi revolutionizing creative leadership through purposeful action