



Maria Ziv

1st

Global Brand & Communications

Stockholm, Sweden | Marketing and Advertising

- Current Oriflame, SOS Barnbyar
- Previous VisitSweden, Apple, NCR
- Education Université Sorbonne Nouvelle - Paris 3

[Send a message](#) [Endorse](#)

500+ connections

Relationship Contact Info

Background

Summary

An award winning marketing director specializing in driving the change needed for organizations to create innovative, powerful communication. Leading global teams to push the boundaries of traditional marketing and to produce effective communication across all disciplines.

I am energized by change and enjoy working in complex and diverse environments whilst maintaining a strong focus on achieving key business goals. I am a change agent, always looking to redefine the status quo enabling growth and new opportunities. Proven leadership skills, including managing large teams (60+). Inspiring both employees and agencies to achieve goals through creating a shared mission and vision for the future.

I have a long track record of developing successful marketing and branding strategies globally and across cultures. I have extensive experience as an advertiser from my years at Apple as well a deep understanding of digital communication, social media, PR and events from my years at VisitSweden. At Oriflame I am running a large brand & communications department and an in-house agency, supplying communication material to over 60 countries.

My experience also includes internal communications, corporate communications, crisis management as well as being a corporate spokesperson.

Specialties:

- Innovative communication
- Change management
- Marketing strategy & Management
- Brand platform development
- Integrated communications and 360 campaigns
- Advertising (media strategy, media planning, buying, creative development)
- Digital Communication (Social media, internet marketing, digital marketing)
- Internal Communications
- Events
- PR / Corporate Communications / Spokesperson
- Crisis Management
- Agency management

Future roles of interest:

- VP Marketing, CMO, Marketing Director
- VP Communications, Communications Director
- CEO or senior strategic role at a communications agency or company
- Board member for interesting companies in need of my skill set

Experience

Ads You May Be Interested In



Teams working in silos?

ConnectALL unifies enterprise applications so your teams can work as one.



CTI Integration That Fits

Let us explain how you meet business needs with an out-of-the-box solution.



Advisor Mojo = Big Bucks!

Learn how to differentiate, have sticky relationships & reduce client risk.

People Also Viewed



Anna Helmersson

Global Marketing Communications Director at Oriflame

Anna Brolin

Managing Director at PromoteSweden

Sofia Kinberg

Global Marketing Director at VisitSweden

Linda Hellqvist

Global E-marketing Director at Oriflame

Mimmi Frolen

Global Vice President Product Marketing at Oriflame

Alexandra de Greck

Vice President Global Commercial Marketing at Oriflame Cosmetics

Lotta Thiringer

Regional Director at VisitSweden

Edina Dobos

Global Marketing Director Cosmetics with expertise in Fragrances, Colour Cosmetics and Personal & Hair Care

Bitte Olsson

Corporate Communication Manager at VisitSweden

Senior Director Global Brand & Communications

Oriflame

March 2014 – Present (1 year 10 months) | Stockholm, Sweden

Oriflame is a global direct sales company selling mainly beauty and wellness products through a network of approximately 3.5 million sales consultants. With €1.3 billion in annual sales, 7.500 employees and a presence in over 60 markets, we are a truly global company.

I am responsible for the Oriflame brand and communications globally, I run the Global Brand & Communications department consisting of 70+ employees. The team works on brand development, strategic communication, creative concept development, communication concept execution, online campaign development, sponsorships, PR and events. The team includes an in-house agency of art directors, copywriters, retouchers, model bookers, photographers and stylists. Creating material to support over 400 launches/relaunches per year, leading to approximately 300 photo shoots.

My overall mission when brought into Oriflame was to work towards unifying and simplifying all aspects of Oriflame's brand. Working relentlessly towards bringing clarity to the brand, increasing the strategic communications knowledge in the organization and simplifying the internal processes.

I am a member of several strategic working groups, serving Group Management within areas such as corporate communications, brand strategy, customer experience and product marketing.

▼ 4 recommendations, including:

Jordan Newhouse
English Copywriter

Whip-smart and highly creative, with the strategic skills and intuition of Sun Tzu, Maria is a truly inspiring team leader.... View

Sofia Wahlstrom
Brand Manager at SÆTHER

Maria adapted quickly to her new role of managing the new Global Brand and Communication department, which I was then a part... View

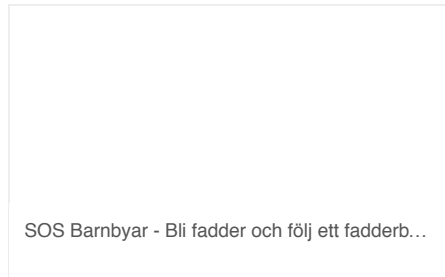
[2 more recommendations](#)

Board Member

SOS Barnbyar

April 2014 – Present (1 year 9 months) | Stockholm, Sweden

SOS Children's Villages – advocates and fundraises for children, families, and their communities worldwide. We build families for children in need, help them shape their own futures, and share in the development of their communities. SOS operates over 500 villages in 133 countries and is the world's largest organization dedicated to working with orphaned and abandoned children. We are currently raising over 80,000 children in our Villages and through our many education, family strengthening, medical, and outreach programs, we impact the lives of over 1 million people each year.



SOS Barnbyar - Bli fadder och följ ett fadderb...

Global Marketing Director

VisitSweden

May 2011 – December 2012 (1 year 8 months) | Stockholm, Sweden

VisitSweden is a communications company working to promote the brand of Sweden and Swedish destinations and experiences internationally. VisitSweden's organization has 95 employees and spans across 13 markets.

As Marketing Director, reporting to the CEO, my overall responsibility was to market Sweden as a destination to an international audience. The marketing department developed strategies, tactics and guidelines for international advertising, PR and social media, internet communications, nation branding, positioning and events. Responsibilities also included magazines, an image bank and a call-center. I was also responsible for VisitSweden's corporate communications and positioning VisitSweden to its stakeholders in Sweden, including the Swedish media and our partners. This included crisis management and being a corporate spokesperson. In this role I managed a large marketing department of 19 high-performing individuals. I was also driving the development of VisitSweden's international communication teams including approximately 60 employees.

Awards and honors during my time in this role:

- Winner "Digital Marketeer of the Year 2012", Dagens Media
- Finalist "Marketing Director of the Year 2012", Dagens Media
- 2 Gold, 1 Silver Eurobest Awards (Interactive, PR and Media), Nov -12
- 2 100W Awards (Smart & International), Nov -12
- Tomorrow Award, Nov -12
- 3 Gold Spinn Awards (Social Media Campaign, Word of Mouth, Innovation), Nov -12
- 1 Gold, 1 Bronze London International Awards, Nov -12
- Gold Cresta Award, Oct -12

Patric Lindström

Director at VisitSweden

In Common with Maria



- TRIP Award (Best Marketing and Distribution), Oct -12
- Gold Euro Effie Award, Sept -12
- Gold Digital Communication Award, Berlin, Sept -12
- Grand Prix (Cyber), Cannes Lions, June -12
- 2 Silver Lions (Cyber: Viral & PR: Best use of Social Media), Cannes Lions, June -12
- Bronze The One Show Interactive (Social Media/Micro blogging), May -12
- Gold CLIO award (PR), May -12
- Guldägga (PR) and Silverägga (Digital), April -12

▶ 1 project

▶ 1 course

▼ 16 recommendations, including:

Johannes Karlsson

Social Media Manager EMEA at Electrolux

Maria has all the communication skills that any organization needs. Her progressive thinking adds to the group and challenge... [View](#)

Thomas Junell

Senior Project Manager at VisitSweden

Maria is a genuine leader, who is strongly driven by her visions. Maria's strengths are within her insights of digital... [View](#)

[14 more recommendations](#)

Global Marketing Communications Director

VisitSweden

April 2006 – April 2011 (5 years 1 month) | Stockholm, Sweden

As Marketing Communications Director, reporting to the CEO, I had the overall responsibility for successfully marketing Sweden as a tourist destination to the international market. The difference between this role and the Marketing Director role is the responsibility for Corporate Communications. The Marketing Communications department developed over time from 7 to 13 people.

Awards and honors during my time in this role:

- Nominated "Best Communication Team of the Year 2010" by Kommunikatören, Feb 2011
- Nominated for a Webby Award (VisitSweden.com), May 2009
- Winner: Best Online Community (CommunityofSweden.com), EPI Server Awards, March 2009
- Winner: Sweden's Best Internet Site (www.visitSweden.com), InternetWorld, Nov 2008
- Gold Lion (Cyber) for Stockholm the Musical, Cannes Lions, June 2006

▶ 1 project

▼ 11 recommendations, including:

Åsa Egrelius

Project Manager at VisitSweden

I was privileged to have Maria as a manager during the period 2006-2010. For me, Maria represent good leadership, she... [View](#)

Margareta Björnberg, PMP

Project Manager and Trainer online com...

Den genomgripande och positiva förändring Maria åstadkom inom digital kommunikation på VisitSweden, under de 5 år jag... [View](#)

[9 more recommendations](#)

Global Internet Marketing Manager

VisitSweden

June 2005 – March 2006 (10 months) | Stockholm, Sweden and Paris, France

Responsibilities included developing a new digital communication strategy. I managed the central internet marketing team, which grew from one to three people during this period, as well as lead an international team of Internet Communication Managers. During my brief time in this role I developed the overall online marketing strategy and tactical implementation plans for VisitSweden.com, CommunityofSweden.com and VisitSweden's new online booking system.

European Advertising Manager

Apple

February 2000 – March 2003 (3 years 2 months) | London and Paris

APPLE COMPUTER EUROPE, Based in London and Paris.

Responsible for all of Apple's advertising in Europe. Responsibilities included product and brand advertising in 15 countries with a yearly budget of €40-60M. Main tasks where: budget allocation between geographic markets business segments and products; agency management; media strategy, planning and buying; creative development and localization, implementation, customer research, brand protection and internal communication.

▼ 15 recommendations, including:

Stéphane Hossard

Merchandising Programs Manager EMEI...

Maria is an enthusiastic and hard-working person. She seeks collaboration among all when working in a group/team. I would... [View](#)

Andrea Brack

Corp. Communication & PR Manager at ...

Maria was responsible on an European level for Apple's advertising campaigns in various european countries. She always... [View](#)

[13 more recommendations](#)

Marketing Communications Manager, Sweden and Nordic

Apple Computer

April 1998 – January 2000 (1 year 10 months) | Stockholm, Sweden

APPLE COMPUTER SWEDEN, Stockholm.

Responsibilities included: media planning and buying; localization of advertising creative; channel marketing; product and point-of-sale materials; internet communications; direct marketing; customer and reseller databases as well as events and PR activities.

▼ 2 recommendations

Fredrik Eriksson

EMEA Field Marketing lead at MapR Te...

From day one, Maria showed that she was a independent, reliable, skilled professional that delivered above expectation. She... View

Tobias Andersson

Vice President of Worldwide Channel O...

At Apple I worked with Maria on a number of events and marketing initiatives. I consider her work, comittment and skills... View

Product Marketing Manager

NCR

January 1997 – March 1998 (1 year 3 months) | Stockholm, Sweden

Responsible for the product marketing tasks for the complete product range. Including tasks such as: product launch planning; pricing and positioning strategies; sales force training and producing sales material. The role also included arranging seminars and events, as well as managing the ISO certification of the product management process.

Consultant

Gid AB

August 1996 – December 1996 (5 months) | Stockholm, Sweden

Customer database management, market research and IT support



Courses

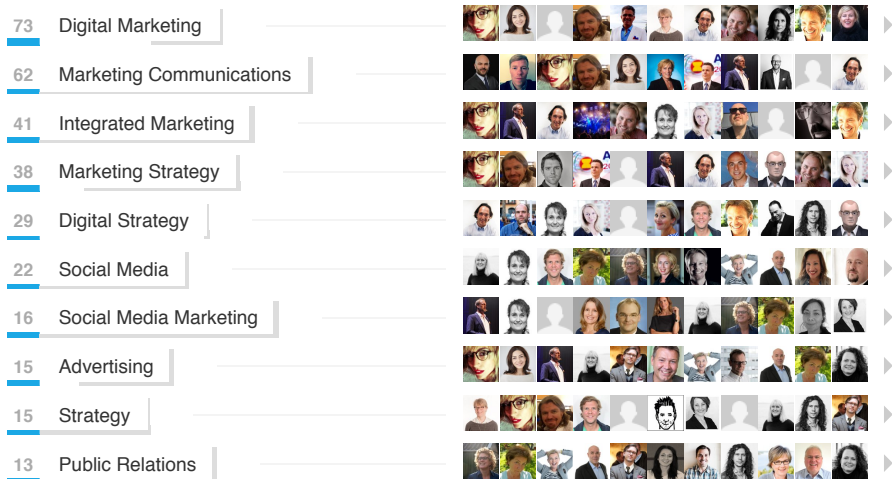
VisitSweden

- Coaching course / Coachutbilding (ACC-utbildningen 2012)

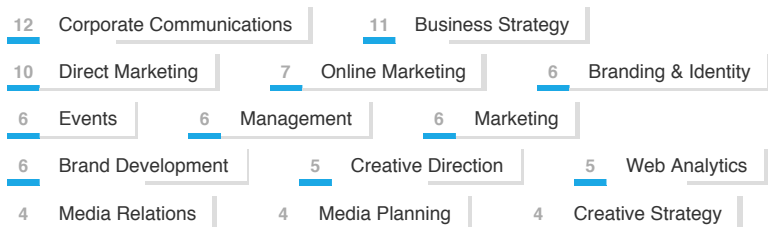


Skills

Top Skills



Maria also knows about...



3 SEM

[See 20+](#)

Projects

CommunityOfSweden.com

Starting September 2007

Award winning online community. Best website in Sweden 2008 and best online community in Scandinavia 2009.

The official online community for Sweden. Share and enjoy photos, stories and travel tips about Sweden with friends all over the world in our community. All content, forums and discussions in the community are in English.

▶ 5 team members, including:

Maria Ziv

Global Brand & Communications

Tommy Sollen

Senior consultant & digital strategist - ex...

Hans Leijström

Digital Transformation Consultant at Clar...

Mikael Milberger

Project Manager at Cloud Nine AB

Curators of Sweden

Starting January 2011

Every week, someone in Sweden is @Sweden: sole ruler of the world's most democratic Twitter account. For seven days, he or she recommends things to do and places to see, sharing diverse opinions, and ideas along the way.

After that, someone else does the same—but differently. Follow all nine million of us. Welcome to Sweden.

▶ 7 team members, including:

Maria Ziv

Global Brand & Communications

Tommy Sollen

Senior consultant & digital strategist - ex...

Frida Roberts

Head of Communications Unit at The Sw...

Inger Ridderstolpe

Project manager at Swedish Institute



Languages

English

Native or bilingual proficiency

Swedish

Native or bilingual proficiency

French

Limited working proficiency



Honors & Awards

Additional Honors & Awards

2013:

Internationalist of the Year

#64 on Resumé's list of Sweden's top 150 communicators ("Näringslivets superkommunikatörer")

2012:

Winner "Digital Marketeer of the Year"

Finalist "Marketing Director of the Year"

2 Gold, 1 Silver Eurobest Awards

2 100W Awards

Tomorrow Award

3 Gold Spinn Awards

1 Gold, 1 bronze LIA Award

Gold Cresta Award

TRIP Award

Gold EURO Effie Award

Gold Digital Communications Award

Grand Prix - Cyber, Cannes Lions

2 Silver Lions, Cyber and PR, Cannes Lions

Bronze The One Show Interactive

Gold CLIO award (PR)
Guldägg and Silverägg: PR, Digital

2010 Nominated "Best Communications Team of the Year"
2009 VisitSweden.com nominated for a Webby Award
2009 CommunityofSweden awarded Best Online Social Community by EPiServer
2008: VisitSweden.com awarded Sweden's Best Internet Site by Internet World
2006: "Stockholm the Musical" - Gold Lion, Cannes Lions and a Webby Award

Scholarships:
1994 - Two year scholarship for the International MBA program at UNB, Canada



Education

Université Sorbonne Nouvelle - Paris 3

Diplôme Intermédiaire, Diplôme Élémentaire, French Language Studies
2003 – 2004

University of New Brunswick

MBA, Marketing and International Business
1994 – 1996

Umeå University

BBA, Financial Analysis and Economics
1991 – 1994

Åva Gymnasium

High-school, Science Program (Naturvetenskaplig linje)
1987 – 1991

Kings County Academy

Exchange student, Life
1988 – 1989

Attended senior year as an exchange student at Kings County Academy KCA in Nova Scotia, Canada.

Additional Info

• Interests

Hobbies: [Scuba diving](#) Sports: [Basketball](#), [yoga](#), [weight lifting](#) and [running](#) Interests: [Media](#), [technology](#) and [fashion](#)

• Personal Details

Birthday March 16
Marital Status Married



Organizations

Additional Organizations

[Mensa High IQ Society](#), [MBA Alumni Society](#) [Sveriges Annonsörer](#) [Sveriges Marknadsförbund](#)



Volunteer Experience & Causes

Causes Maria cares about:

- Children
- Disaster and Humanitarian Relief
- Science and Technology

Recommendations

Received (48) ▾



Mary-Rose, would you like to recommend Maria?

[Recommend Maria](#) ▶

Senior Director Global Brand & Communications

Oriflame

**Jordan Newhouse**

English Copywriter

“ Whip-smart and highly creative, with the strategic skills and intuition of Sun Tzu, Maria is a truly inspiring team leader. She is tireless in her pursuit of excellence, but usually makes the effort, effortless. That rare thing – a boss that you actually look forward to working with daily!

November 8, 2015, Jordan reported to Maria at Oriflame

**Sofia Wahlstrom**

Brand Manager at S/ETHER

“ Maria adapted quickly to her new role of managing the new Global Brand and Communication department, which I was then a part of. Maria proved that she was able to look at the current situation and plan a complex, long-term solution how to improve the working process. Maria is both professional and intelligent and together with her great experience in marketing strategies... **more**

September 10, 2015, Sofia reported to Maria at Oriflame

**Anna Helmersson**

Global Marketing Communications Director at Oriflame

“ What makes Maria an exceptional manager is the rare combination of a talented leader and her personality, being a person who sees, listens and cares for others.

Also she is a visionary with the courage to try new set ups, both organizational as well as communicative, in order to achieve better results.

August 28, 2015, Anna reported to Maria at Oriflame

**David James**

Independent Consultant

“ I have worked for Maria for about a year. And during this time I have, through Maria, been fortunate to be witness to all the qualities that exceptional leaders display. She inspires.

She notices problems. Maria has the rare ability to see situations where change is needed and to anticipate potential pitfalls in advance.

She challenges standard approaches.

She... **more**

July 29, 2015, David worked indirectly for Maria at Oriflame

Global Marketing Director

VisitSweden

**Johannes Karlsson**

Social Media Manager EMEA at Electrolux

“ Maria has all the communication skills that any organization needs. Her progressive thinking adds to the group and challenge you to push the boundaries on what can be done. And last but not least she's great fun to work with and I'd gladly to so again.

December 10, 2012, Johannes reported to Maria at VisitSweden

[See More](#)