



Birgit Baier

EXECUTIVE OVERVIEW

Birgit Baier is a **transformation leader and board-level advisor** specializing in **digital business transformation, AI-driven innovation, and sustainable growth**. With over 25 years of C-level and board experience across global markets, she combines **financial literacy, governance expertise, and deep knowledge of AI, strategic partnerships, and international expansion** to drive long-term value. Recognized as one of Germany's Top 50 Leaders (Santander SW50 2026) and a Global SW50 2026 awardee, she is a trusted advisor to multinational corporations, scale-ups, and non-profits navigating complex digital and organizational change.

Currently, Mrs. Baier serves as a Strategic Advisor and Management Consultant, leading high-impact engagements in AI integration, digital governance, and growth strategy for global clients, including Philip Morris International (PMI). She is also Founder & Chairperson of bbuildsupnepal e.V., an NGO supporting women and children in Nepal, and an Advisory Board Member of Berlin Design Week.

CAREER HIGHLIGHTS

Birgit Baier's career spans leadership roles at the intersection of technology, consulting, and creative industries, with a focus on scaling digital innovation and AI-driven solutions.

As Area Vice President Strategic Alliances & Operations at Acquia (Member of the Global and EMEA Board), she built and managed a partner ecosystem of 70+ strategic alliances across 9 countries, serving as Nestlé's global lead partner for agency partnerships and driving 40% growth in partner-sourced revenue. At Ogilvy, as Partner Consulting and Leader of Growth & Innovation, she grew the consulting practice during COVID-19, expanded the IQOS account (PMI's 3rd-largest client in Germany) by opening new service areas, and launched Behavioral Science and Innovation practices.

Her turnaround and growth leadership includes:

- Plan.Net Berlin: As Managing Director & Discipline Lead Strategy, she rebooted the business, built the consulting practice, and managed the Adobe partnership as a key growth engine.

- Razorfish (Publicis Groupe): As International Director Strategic Alliances (DACH, Benelux, UK) and Chief Client Officer Germany (Management Board), she stabilized the McDonald's account, led Adobe-focused technology partnerships, and contributed to M&A scouting in EMEA.

- Frog Design (Aricent): As General Manager Germany & The Netherlands (European Leadership Team), she repositioned the brand, relocated offices, and turned around a €2M+ Vodafone App project.

- WPP Group (Wunderman): As Managing Director in Germany, Hungary, the Philippines, and Singapore, she scaled operations across CEE and APAC, demonstrating her ability to lead multicultural teams in high-growth markets.

Earlier, she served as CEO of FutureBrand Germany & Switzerland and held new business development roles at UNICEF China, showcasing her global perspective and cross-industry expertise.

BOARD & ADVISORY EXPERIENCE

Berlin Design Week – Advisory Board Member | 2026 ongoing

Ogilvy – German Board Member | 2020-2021

Acquia – Global & EMEA Board Member | 2015-2017

Razorfish – Management Board Member Germany | 2012-2015

Frog Design – European Leadership Team Member | 2010-2012

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Education

London School of Economics (LSE) Executive Leadership, Santander SW50 Global Leadership Programme (2026)

UC Berkeley Haas – Artificial Intelligence: Business Strategies and Applications (2023)

Cambridge Judge Business School – Sustainability & Circular Economy (2021)

Frankfurt School of Finance & Management – Excellence Program for Supervisory Boards (2017)

Academy for Marketing-Communication, Frankfurt - State-Certified Communications Expert

Johann Wolfgang Goethe University, Frankfurt - MA Sociology & Anthropology

AWARDS

Santander SW50 Global Leadership 2026, Global SW50 2026 (Top 50 Leaders in Germany for Innovation & Women in Business)