

CONTACT

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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

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

Birgit Baier

Transformation Leader · Board-Level Advisor · Strategic Advisor

> Helping companies turn innovation into sustainable growth, from strategy to execution. Bringing together strategy, brand, design, and technology, she translates complex ideas into clear direction, aligns stakeholders, and takes them to market worldwide.

EXECUTIVE OVERVIEW

Birgit Baier is a **transformation leader and board-level advisor** specializing in **digital business transformation, AI-driven innovation, and sustainable growth**. With more than 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.

CURRENT ROLES

- **Strategic Advisor & Management Consultant** – leads high-impact engagements in AI integration, digital governance, and growth strategy for global clients, including Philip Morris International (PMI).
- **Founder & Chairperson, bbuildsupnepal e.V.** – an NGO supporting women and children in Nepal.
- **Advisory Board Member** – Berlin Design Week and 1ibhub.com.

CAREER HIGHLIGHTS

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

Ogilvy · Partner Consulting & Leader of Growth and Innovation (German Board)
Grew the consulting practice during COVID-19, expanded the IQOS account (PMI, Ogilvy's third-largest client in Germany) by opening new service areas, and launched the Behavioral Science and Innovation practices.

Acquia · Area Vice President Strategic Alliances & Operations (Global and EMEA Board)
Built and managed an ecosystem of 70+ strategic alliances across 9 countries, served as Nestlé's global lead partner for agency partnerships, and drove 40% growth in partner-sourced revenue.

TURNAROUND AND GROWTH LEADERSHIP

Plan.Net Berlin · Managing Director & Discipline Lead Strategy
Rebooted the business, built the consulting practice, and managed the Adobe partnership as a key growth engine.

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

Frog Design (Aricent) · General Manager Germany & The Netherlands (European Leadership Team)
Repositioned the brand, relocated offices, and turned around a €2M+ Vodafone app project.

WPP Group (Wunderman) · Managing Director in Germany, Hungary, the Philippines, and Singapore
Scaled operations across CEE and APAC, leading multicultural teams in high-growth markets.

EARLIER CAREER

FutureBrand · CEO Germany & Switzerland · **UNICEF China** · New Business Development
Both roles reflect her global perspective and cross-industry expertise.

BOARD & ADVISORY EXPERIENCE

1ibhub.com	Advisory Board Member	2026 – present
Berlin Design Week	Advisory Board Member	2026 – present
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