

Press information

Martina Fiddrich is the new Chief Sales and Marketing Officer at Cornelsen Verlag

Page 1 / 1

Berlin, 29.1.2021. Cornelsen Verlag is pleased to announce that Martina Fiddrich (49) is joining the management team as Chief Sales and Marketing Officer on 1 February 2021. In this role, she will be responsible for all marketing and sales activities at one of the leading providers of educational media in the German-speaking region.

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Dr. Arno Mahlert, Chairman of the Board of Directors of the Cornelsen Group: “We are delighted that with Martina Fiddrich, we have such a seasoned leader with many years of marketing and sales experience joining us. Through her previous roles she has developed an impressive track record successfully transforming organizations to meet rapidly changing customer needs, both in Germany and abroad. With her help, Cornelsen will successfully continue along its path towards digitalization.”

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Martina Fiddrich
FOTO FABRY 2020

Before taking the role at Cornelsen, Martina Fiddrich worked at IBM Cloud Europe as Vice President and Chief Marketing Officer. In this role, she was responsible for the strategy and implementation of brand and marketing activities of IBM Cloud and IBM Watson in Europe, as well as developing the IBM Public Cloud platform approach to strengthen recurring revenue. Previously she led the mid-market division Germany, Austria, and Switzerland at IBM. Her other roles at IBM, where she also started her career, included management positions in the areas of sales and business development. Martina Fiddrich has a BA degree in business administration with a focus on business informatics and is a graduate of the Chartered Institute of Marketing in Berkshire.

Cornelsen Group

With companies such as Cornelsen Verlag, the Bibliographisches Institut (Duden), VERITAS, Verlag an der Ruhr, Cornelsen eCademy, inside Unternehmensgruppe, the Cornelsen Group is one of the leading providers of educational media in the German-speaking region. For more than seven decades, people have been learning and teaching using Cornelsen’s educational media. Cornelsen supports learning and personal development from early childhood to adult education and professional development.

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