







## WHAT IS CSI WORLDWIDE?

- CSI stands for Consulting Services Integrated.
  - Worldwide stands for flexibility and availability in any country around the world.
  - CSI WORLDWIDE is a task force with international management, marketing, advertising and production expertise.
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## WHO IS CSI WORLDWIDE?

- CSI WORLDWIDE was established by Katja Struwe and Heike Windfelder, who both have a history of senior executive positions and significant international experience.
  - CSI WORLDWIDE is connected to a broad network of vendors and service partners with multiple skills, that can be integrated in projects as required.
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## WHY CSI WORLDWIDE?

- Based on global market challenges and pressure by shareholder value corporations seek efficient solutions in restructuring their businesses and internal workflow processes.
  - From our experience in international business and advertising, most companies are in need of fast marketing solutions, creative ideas and quality production services.
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## THE CSI WORLDWIDE CONCEPT

- CSI WORLDWIDE fields experienced and successful expert-teams, that plan, steer and supervise entire projects.
- CSI WORLDWIDE is specialized in the following business areas:
  - Strategy & Marketing
  - Building Brands & Communication
  - Creative Direction and Execution
  - Project & Production Management

## THE CSI WORLDWIDE CONCEPT


- Matching global and local is our credo. Various projects in North and South America, Asia, Australia and EMEA in coordination with multi national experts are our business.
- We guarantee a fast and cost efficient turnaround, from general business consulting to agency briefing, from creative presentation to full production.

## THE CSI WORLDWIDE CONCEPT


- We are available at short term notice.
  - No hidden overhead costs.
  - Our team has over 30 years of experience working in major international corporations and advertising agencies.
  - We can operate as a department in your corporation or as a mini-agency in your agency.
  - We will work out with you how much of whose skills you need and make sure you get just that.
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## CSI WORLDWIDE IN A CORPORATION

- Imagine your marketing director is on maternity leave and your company needs to launch a new product. You have to execute your business plan, but don't have the necessary resources. New headcount is expensive and not available on short term notice and recruiting will use up a lot of your precious time. You need interim help!
  - Who do you call? CSI WORLDWIDE....
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## CSI WORLDWIDE IN A CORPORATION

- We analyse your market, identify your challenges and come up with efficient solutions.
  - We implement processes and structures according to your plans and goals.
  - We are your extended arm to suppliers.
  - We take care of budgets and project management.
  - Your goals are our top priority.
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## CSI WORLDWIDE IN AN AGENCY

- Imagine your creative director is stuck in a foreign country or your art department is down with the flu. Your creative has to be on air asap. You need an interim management!
- Who do you call? CSI WORLDWIDE....

## CSI WORLDWIDE IN AN AGENCY

- We execute and oversee your projects from the first stages of planning through to final delivery.
  - We are a department within your agency.
  - We work in an integrated way and create your campaign online, offline and your PR.
  - We supervise and handle photo shoots, film shoots and viral marketing campaigns.
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# CSI WORLDWIDE STRATEGY & MARKETING



- Katja Struwe is based in Hamburg, Germany.
- Has 16 years of marketing experience in various corporations such as Warner Bros., BMW, Ubisoft Entertainment, Europlay International, Gardena, L'Oréal.
- Worked for 8 years as Executive Director Marketing for Warner Bros. Entertainment GmbH, Germany.
- Is a certified management coach and personal trainer.

# CSI WORLDWIDE PROJECT MANAGEMENT



- Heike Windfelder is based both in New York City, USA and Düsseldorf, Germany.
- Owner/CEO of Short List America, Inc. and Short List Germany GmbH.
- Highly experienced Project Manager and Executive Producer.
- Worked for network agencies like BBDO, Cheil Worldwide, Grey, JWT, Dentsu, Ogilvy and corporations like Audi, 3M, Deutsche Telekom, Samsung, Sony.

# REFERENCES



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