Marketing & Interim
NICOLE GORCKS

TURNING STRATEGY INTO VISIBLE CHANGE



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www.nicole-gorcks.com

Strategy | Portfolio | Business Development | Teamlead

OVERVIEW:

- Accomplished Marketing Manager with more than 20 years of experience in the food industry. I oversee category and product management, strategy and innovation development, as well as concept launches. I adeptly establish structures and effectively lead cross-functional teams through transitions. Through clear prioritization and dedicated stakeholder management, I consistently deliver strategically significant projects and contribute to organizational growth.

KEY ACCOMPLISHMENTS

- 2026 Mediation of conflict by three team leaders
- 2024: Formulation of a retail strategy for frozen bakery product lines targeting discount supermarkets and retailers.
- 2021: Development of Foodservice Channel Strategy
- 2019: Assumption of budgetary responsibility +€50 million, encompassing negotiations with agencies and licensors. (e.g. Ferrero, Kraft Foods)
- 2016 International project management for the relocation of a pizza production line from Germany to Poland (On Time In Full, sales volume €10 million)
- 2016 Employee Management (increased by 5 direct reports)
- 2012 Project Management: Reduction of raw material surplus totaling €500,000

PROJECT ASSIGNMENT AS INTERIM-MANAGER

01/26 - 05/26 Ditsch Pretzel Bakery
(Valora Group: 15,000 employees / revenue of CHF 2.9 billion)

Director of Product Management

- Conflict mediation among three team leaders
- Process optimization and the assurance of audit-relevant procedures
- Management of strategic project developments
- Team Leadership and Coaching (3 direct reports)

Achievements:

- Conflict resolution between product management, marketing, and stakeholders.
- Project management emphasizes projects (Croissant Tender & Lye Innovations, MAP)

08/25 - 12/25 **Advanced training in Data-Driven Online Marketing and Content Creation utilizing AI**

01/25 - 07/25 **Sabbatical**

EXPERIENCE IN FULL-TIME EMPLOYMENT

02/24 - 12/24 **Backunion GmbH**
Joint Venture: Hack AG & Lalorraine + 5,000 employees / Revenue: €1.57 billion

Director of Marketing and Category Management

- Portfolio management in the German market
- Foodservice channel strategy development
- Coordination of interfaces within the joint venture
- Brand advancement in the frozen bakery sector
- Recognizing growth potential
- Budget accountability (€5 million)
- Team Leadership

Achievements:

- Development and presentation of the retail strategy for frozen bakery products.
- Customer Presentation (Aldi)
- Team structure and processes (oversight of four employees)

CORE COMPETENCIES

- Cate. Product Management 20 years
- Innovation & Portfolio Management: 20 years
- Market Analysis & Consumer Insight 18 years
- Business Development: 16 years
- Strategy development 9 years
- Employee Management: 12 Years

EDUCATION AND TRAINING

- 2025: Data-Driven Digital Marketing and Content Creation with AI
- 2023: SCRUM Master (PSM I) SCRUM Kanban PSK I
- 2015: Leadership Conference Zürich School of Management.
- 2013 PMI Training Matrix Organ. Training
- 2002 Diploma in Commercial Law: University of Applied Sciences Mainz

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EXPERIENCE IN FULL-TIME EMPLOYMENT

04/20 - 09/23 **ADM Wild Europe GmbH**
Heidelberg / 1,100 employees Europe / Revenue of €522.6 million

Marketing Director Foodservice

- Development and execution of growth strategies for the foodservice sector.
- Management of innovation projects leading to product launch (national and international team leadership)
- Implementation of marketing mix strategies, including digital campaigns.
- Consumer surveys and market analysis

Achievements:

- Strategy Development: Market Analysis and Consumer Insights for the Foodservice Sector
- Development and facilitation of virtual brainstorming sessions

11/17 - 03/20 **Ditsch Pretzel Bakery**
(Valora Group: 15,000 employees / revenue of CHF 2.9 billion)

Director of Product Management and Marketing

- Marketing strategy encompassing market and portfolio analyses
- Revamping the project management and marketing team through process optimization.
- Project Management: National and International
- Team development, along with both disciplinary and interdisciplinary team leadership (6 employees).
- Budget management +€50 million

Achievements:

- Reassessment of product marketing processes
- Successful publication of a press release article on ZDF
- Head of Product Management and Marketing Team

06/14 - 03/17 **Dr. Oetker Professional product line**
Ettlingen / 16,700 employees / Revenue €4.3 million

Team Leader, Product Management - Frozen Savory (Foodservice)

- Employee management and development.
- Portfolio management (initiation, delisting, and market and customer analyses, etc.)
- Management of interdisciplinary project teams
- Product group budget management

Achievements:

- Market and portfolio assessment
- Development of a marketing strategy.
- Project Management: Relocation of Pizza Production to Poland

12/10 - 05/14 **CSM Deutschland GmbH**
Mainz Bingen / 2,000 employees / Revenue of €325 million

Product Manager Confectionery

- Product management for the product group
- Assortment evaluation and strategic recommendations
- Project management, encompassing public relations and communication
- Interdisciplinary project management
- Monthly analysis and reporting of KPIs

- **Achievements:**
- Continued advancement and growth of the product group
- Project management of national and international teams within a matrix organization.
- Successful reduction of raw material surplus value: €500,000

07/2006 - 12/2009	Partylite GmbH / Heidelberg	Product and Promotion
11/2003 - 12/2006	Neways GmbH / Wiesbaden	Digital Marketing & Event Coordination
08/2002 - 11/2003	Entry into the labor market through temporary employment	

ADDITIONAL COMPETENCIES

- AI: Canvas, ChatGPT, Co-Pilot, Claude, Perplexity, Gemini
- Software: MS Office including OneDrive, SAP Sales Force & ERP, Adobe Stock
- Market research instruments: Statista, Mintel, GlobalData, Nielsen

LANGUAGES

- German (native language)
- English (Fluent)
- French (elementary)
- Spanish (elementary)

HOBBIES

- Sports: Running, tennis, yoga,
- Skiing, hiking (with canine companion)
- Travel
- Culture: Museums, Theatre and Concerts, Culinary Arts and Gastronomy

PERSONAL INFORMATION

- Born: January 9, 1974,
- Married
- Address: Nietzschestrasse 36, 68165 Mannheim
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