



Marketing Manager **Elke Radtke-Kraus**



As Marketing Manager Elke is responsible for brand implantation, the external communication strategy as well as all operational marketing activities at RWE TI. Furthermore, Elke is supporting all business development activities worldwide, focused on online marketing.

Elke has more than 40 years experience and professional expertise especially within operational and strategic marketing.

She gained her professional experience within different company clusters. Within her previous assignment she was leading more than ten years the marketing and public relation unit at

a cooperative structured group in B2B business. On top, Elke has decades of experience within a multi-national in the fields of business development, sales, marketing and innovation management in B2C business. Especially in the region Near/Middle East Elke got her international expertise.

Elke successfully completed a commercial education and added dual studies to „geprüften Wirtschaftsassistentin – Industrie“.

1 What gives you most satisfaction in your work?



... when positive results are achieved due to good teamwork and common spirit. People acting professional within their network are for me a major source of satisfaction and success.

2 Why did you choose RWE TI?



Energy supply and especially green energy is for me, with respect to sustainability and protection of resources, very important. RWE together with its collaborators is contributing to this topic, therefore I am employed with RWE.

3 What three words best describe you?



Professional. Self-motivated. Team-oriented.

4 “You get your best solution” – What it means to me:



Marketing is service function, tailored to customer needs. The maximal customer orientation is key for success: listen, understand, develop and implement! The result is the best solution for the customer.