

Vassilia Kennedy

Personal data:

Name: Vassilia (called: Nelly) Kennedy

Place of residence: Solvang, California/USA

Education

- 2000: University of California, Berkeley (USA): Post Graduate Diploma, International Marketing
- 1989 – 1991: University of Vienna: Master of Advanced Studies, Public Relations
- 1988 – 1989: University of Vienna: Psychology, International Business

Current activity and professional career

- Since 2015: GOOGLE LLC, Mountain View, California/USA
 - 2016 until today: Senior Global Managing Director, Google Brand (San Francisco, California/USA)
 - 2015 – 2016: Marketing Director Central Europe (Hamburg, Germany)
- 2013 – 2015: Condé Nast Publishing (Munich, Germany)
 - Executive Director Digital
- 2001 – 2013 adidas AG, Global Headquarters (Germany/Netherlands)
 - 2012 – 2013: Global VP, Digital & Relationship Marketing (Herzogenaurach, Germany)
 - 2010 – 2012: Global Brand Marketing Sr. Director Digital (Amsterdam, Netherlands)
 - 2007 – 2010: Global Brand Marketing Director (Herzogenaurach, Germany)
 - 2006 – 2007: Senior Global Brand Marketing Manager (Herzogenaurach, Germany)
 - 2001 – 2006: Senior Global Brand PR Manager/Lifestyle PR Teamlead (Herzogenaurach, Germany)
- 1997 – 1999: Häberlein & Mauerer, Trend Marketing & Influencer Relations (Munich, Germany)
 - Account Director Lifestyle (Bally, Mandarina Duck, Levis)
- 1995 – 1997: Menschen für Menschen (non-profit foundation) (St. Gallen, Switzerland)
 - CMO Switzerland & Liechtenstein, Spokesperson for the founder Karlheinz Böhm
- 1993 – 1995: Benetton Sportsystem/KÄSTLE SKI (Hohenems, Austria)
 - Global Head of PR & Communications, Spokesperson
- 1991 – 1993: Baschnegger Advertising (Dornbirn, Austria)
 - Account Manager (Hugo Boss, HILTI, Wolford)
- 1990 – 1991: GESCO Communications & PR (Vienna, Austria)
 - Assistant PR Manager