



DR. SUMARIE SCHREINER

STRATEGIC BRANDING AND CX SPECIALIST
ACADEMIC / SENIOR LECTURER

ABOUT

In the dynamic world of business, where strategic branding and customer experience (CX) are paramount, I have spent over two decades honing skills that now serve a broader purpose. Driven by a curiosity to explore and a desire to share, my career foundation is built on launching brands and developing marketing strategies that resonate globally, always focusing on the human elements of business and the power of effective connection. Currently, I engage deeply with these concepts through multiple professional avenues. As a lecturer, I teach subjects close to my heart—Strategic Branding, Marketing, and CX. I merge practical insights with academic theory, crafting an educational experience that bridges professional practice with scholarly inquiry. This approach not only enriches the learning environment but also ensures the practical applicability of theoretical knowledge.

Completing my Doctorate in Business Administration at the Swiss School of Management was an integral part of my professional development, enhancing my insights into Customer Experience Management—a field where I actively contribute as a Certified Customer Experience Professional and a judge at international forums.

As a consultant, researcher, and educator, I am committed to applying my expertise in real-world settings, advising companies, and conducting research studies. This integrated approach allows me to ignite curiosity and foster innovation across disciplines.

WORK EXPERIENCE

MILPARK BUSINESS SCHOOL

Lecturer & Course Module Content Creator | contract

Lecturer: Marketing and Sales module for MBA degree.

Course and lecture material creator: Creation of the course material, lectures, and videos for the MBA degree. Includes all theory and practical application for the Marketing and Sales module.

CORNERSTONE UNIVERSITY

Course Module Content Creator | January 2022-2024

Creation of the course material, lectures, and videos for the BCom degree. Includes all theory and practical application for the under-graduate degree.

- Introduction to Marketing
- Strategic Branding and Integrated Marketing Communications
- Digital Marketing and Sales
- Customer Experience (CX)

RED & YELLOW CREATIVE SCHOOL OF BUSINESS

Lecturer & Course Module Content Creator | May 2020-December 2021

Lecturer: BCom and BA VisCom degrees - Marketing & Branding, and Customer Experience modules.

Course and lecture material creator: Marketing & Branding, Customer Experience, User Research Theory and Methods.

Creation of the course material, lectures and videos for BCom, BA VisCom degrees and UCD Online Learnership course:

- Marketing & Branding: All theory and practical application for the under-graduate degrees
- Customer Experience (CX): customer-centricity and 6 core competencies (first Tertiary institution to offer CX as part of degree)
- User Research Theory and Methods: Introduction to User Research, Qualitative & Quantitative Research methods, Web analytics, User observation with Usability Testing, Reporting of research finding and insights.

FOUNDER BRANDBREW CONSULTANCY

Strategic Branding, Experience Design (Cx/EX), Marketing and Communications Consultancy | May 2013- current

I offer a wealth of experience, industry know-how and tried and tested methods for building brand affinity through highly strategic and innovative approaches that put brands in the minds, hearts and homes of consumers. It's about making sure your brand is delivering real value to your customers and communicating the right messages to all the right people, in all the right places through the lens of customer-centricity and experience design (CX/EX/XD).

Pls refer to the Addendum to view the great solutions I've been creating for some wonderful brands -from blue chip companies to specialist SMEs

PROFESSIONAL SKILLS

Experience Design Strategy (CX,EX)
CX/EX Management
Brand Strategy
Brand Management
Marketing Management
Communications (internal & external)
Web development
UX , UCD and Market Research
PR
SEO and Google Analytics
Project Management

PERSONAL SKILLS

Strategic
Analytical
Reliable and professional
Organised
Time management
Team player
Motivated
Continuous learning

CONTACT

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E: sumarie@brandbrew.co.za
W: www.brandbrew.co.za

SOCIAL

<https://www.linkedin.com/in/sumarieschreiner/>



PROGRAMMING SKILLS

MS OFFICE (full suite incl TEAMS and SHAREPOINT)

CMS (Wordpress / Wix / Shopify)

SOCIAL CHANNEL MANAGEMENT (LinkedIn / Facebook / Instagram / Twitter / YouTube)

GOOGLE MANAGEMENT (G-suite / Google Advertising suite)

WORK EXPERIENCE

RCS RETAIL FINANCE (BNP PARIBAS)

Head of Brand and Marketing | Apr 2011 - April 2013

Established the RCS Brand as a leading lifestyle driven consumer finance brand in Southern Africa to support the achievement of customer and revenue growth targets. Supported the growth of PLC/CBC/PLL/CBL programmes and RCS related products (Card, Loans & Insurance) through effective marketing communication and advertising campaigns to achieve customer and revenue growth targets. Create and implement RCS internal communication and CSI initiatives.

WOOLWORTHS FINANCIAL SERVICES

Acting Head of Marketing and Communications | Dec 2010 - March 2011

Translate the Business Strategy into a Marketing Strategy/Plan in conjunction with Woolworths Financial Services and Woolworths marketing teams. Developed and implemented internal and external marketing and sales support programmes integrating these programmes in support of the company's products.

CAPITEC BANK

Head PR and Communications | March 2009 - November 2010

CAPITAL INVESTMENTS

Marketing Manager: Brand, PR and Communications | April 2007- Feb 2009

RMB PRIVATE BANK

Brand, PR & Communications Manager | Nov 2004 - March 2007

FNB HOMELOANS

External Communications Manager | Aug 2002 - Oct 2004

BRITISH AIRWAYS / KULULA.COM (OPERATED BY COMAIR)

Marketing & Brand Manager | July 2000 - July 2002

ROLLS-ROYCE PLC (AEROSPACE DIVISION)

Marketing and Brand Trainee | March 1999 - March 2000

EDUCATION

DOCTOR OF BUSINESS ADMINISTRATION (DBA)

Swiss School of Management (SSM) | 2023

MASTER OF BUSINESS ADMINISTRATION (MBA)

*Swiss School of Management (SSM) | 2022
Passed with Cum Laude*

ONLINE LECTURING CERTIFICATION

Milpark Business School | 2024

CCXP (CERTIFIED CUSTOMER EXPERIENCE PROFESSIONAL)

CXPA (Customer Experience Professional Association) | 2019

ACXS (ACCREDITED CUSTOMER EXPERIENCE SPECIALIST)

ACXS Association | 2020

UX RESEARCH METHODS CERTIFICATION

International Interactions Design Foundation | 2017

POST-GRADUATE DIPLOMA IN BUSINESS MANAGEMENT

University of Kwa-Zulu Natal | 2003

POST-GRADUATE DIPLOMA ADVERTISING AND MARKETING

*AAA School of Advertising | 1998
Passed with Merit*

B.COMM DEGREE

*University of Stellenbosch | 1997
Passed with 2 Distinctions (Business Management & Economics)*

AWARDS

JUDGE for CX INTERNATIONAL AWARDS (ICXA)

Netherlands | 2022; 2021; 2020

Gulf Region | 2021



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REALFIN CAPITAL PARTNERS



I've showcased my versatility by leading the development of Realfin's website on the Wix platform. Through seamless integration of design and functionality, I effectively communicated the brand's identity and value proposition. By optimizing for responsiveness and incorporating interactive features, I ensured an engaging user experience across devices. This accomplishment underscores my ability to leverage modern tools for innovative digital branding and marketing strategies.

DIGIBLU



DigiBlu is an internationally recognised specialist in implementing and operating Digital Workforces through Intelligent Automation. Starting with RPA, they help organisations to develop, implement and operate their automation strategies (RPA, RPA at scale, Machine Learning, Artificial Intelligence) to realise the full automation potential by situating the Digital Workforce as a strategic enterprise asset. I was appointed to develop and implement their brand and marketing activities as a strategic asset. The process included the following: Industry and Competitor analysis; Target Audience and Stakeholder mapping (personas, customer journey mapping, etc); Brand Construct (purpose, essence, values, tone of voice, brand architecture, corporate identity, etc); set up of all owned marketing assets (website, social channels, newsletter, customer database, etc); Marketing and Communication plans; Annual budgets.

ICON (PREVIOUSLY MSH, EQURA HEALTH, ISIMO HEALTH)



I was appointed to assess Medical Specialist Holdings (MSH) and its affiliated partners' (ICON, Equira Health and ISIMO Health) current brand positionings, messaging and marketing activities (brand health checks) and then propose an approach to successfully engage, convert and retain the correct/appropriate audiences for each company. During this process it became clear that there is great confusion being communicated into the market with mixed messages from each entity, overlapping services offered by the various partners and no clear ethos as to what MSH and its affiliated partners' purposes are. Through a collaborative process with key individuals within MSH and its affiliated partners, the reasons why the current structure and messaging were implemented were established and the need to construct an ecosystem of value for MSH and its affiliated partners within cancer-care to engage effectively with all stakeholders, was identified. I defined the strategy, brand construct and value proposition, and managed the creation of the brand architecture. Marketing and communications plans were also designed to manage and implement the brand change from 5 different companies into one branded house. The re-branding project has been successfully implemented internally as well as integrated external campaigns.

COMPETITIVE CAPABILITIES INTERNATIONAL (CCI) - TRACC



CCi is the original architects of TRACC, which has led the way as an integrative improvement solution for some of the world's largest manufacturing and supply chain brands for 30 years. TRACC codifies every step of a company's improvement journey and integrates the initiatives into one measurable and sustainable solution that delivers a unique competitive advantage and results that lasts. I was appointed to review, assess the status quo with global industry benchmarks, and make recommendations accordingly for:
Marketing strategy analysis (marketing mix, channel analysis, and a spend review), Brand audit and content review (including different positioning strategies, content on key channels), review of collateral and content messages against personas, recommendations on operational structure (centrally and regionally, in-house and outsourced) & landscape towards a digital business. A full report with references and recommendations were compiled with short, medium and long-term goals and activities identified.

2U / EDX



A truly South African success story, this digital education company partners with the world's leading universities to select, design and deliver premium online short courses with a data-driven focus on learning gain. In 2017, American Edtech giant 2U, bought GetSmarter, ensuring its global presence and growth. Being a global player now with a rapid increase in competitors, GetSmarter appointed Cultivate Communications and myself to create and implement a communications strategy and annual plan for GetSmarter, delivering on some key objectives. During the immersion process, it was prevalent that currently, different stakeholders in the business view GetSmarter differently, and to deliver an effective strategy and plan, a roadmap was proposed and implemented to align all the different views with the key goal to get one overarching positioning that resonates with everyone. A workshop was facilitated to understand and then align the different views with key positioning and higher purpose recommendations.



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WYZETALK



Wyzetalk is a software communication platform that enables meaningful dialogue between employer and employees, giving employers the ability to engage and communicate with every employee, on any device - regardless of role, level and region. A key differentiator of the Wyzetalk solution is that it created an engagement software platform that can be customised to deliver a variety of solutions (direct structured communication platform, VARs & SaaS), all underpinned to enable engagement. I was appointed to assist Wyzetalk to firstly understand the competitive landscape and category framework their solution falls into, and from there craft their brand story and brand DNA, finding a unique value proposition that extends across their vast solutions for various markets. A recommended envisioned future was also proposed as to how Wyzetalk could adapt their current solution to remain relevant in the changing environment. The next part of the process was to compile an immediate action plan for Wyzetalk which included customer journeys (incl customer mental model), designing key messages for each of their identified buyer personas, and a detailed contextualised, integrated marketing strategy and annual content plan with budget allocations.

CHERRY MELON MATERNITY WEAR



Another truly South African brand, Cherry Melon has been known to preggie moms for nearly a decade. The introduction of fast-fashion brands (eg. Zara, H&M, Cotton On, etc) into the South African market has rapidly changed the competitive landscape, offering fashion at affordable prices. Cherry Melon requested me to help them create a brand positioning and consumer message that can differentiate them from the other fashion brands. Understanding that pregnancy is just another journey in a woman's life, and as with every other journey, it is not just how you look, but also how you feel that is important when you choose your wardrobe. For this specific journey, moms-to-be are not willing to spend a lot of money on maternity wear and it is crucial for them to keep their own, unique identity. I designed a strategy that differentiated Cherry Melon from the competitors in the market, adapting their current product range to incorporate the target audience's concerns and needs. With limited marketing budget, an integrated campaign was developed to launch the new summer range, ensuring that the concept can be continuously adapted at a nominal cost.

CIPLA FOUNDATION - SHA'P LEFT



Only a small percentage of South Africans are able to afford private healthcare and the majority are obliged to access healthcare through the over-burdened public health system. The Sha'p Left primary health care model is designed to meet and alleviate this burden by providing integrated and affordable preventative and promotive primary healthcare for low-income communities. With an ethos of PATIENT CENTRED. POPULATION FOCUSED. COST AWARE., this scalable hub-and-spoke model provides a continuum of quality, layered, appropriate healthcare services. I assisted Cipla with this project, managing 3 key areas - delivering the optimum cashless payment system, developing and management of the training programme, and conceptualising, creating and delivering of the brand corporate identity and marketing activations as the route to market.

LCR CAPITAL PARTNERS (USA EB-6 GOVERNMENT IMMIGRATION PROGRAMME)



LCR Capital Partners is a USA-based private investment and specialty finance firm that invests growth capital in emerging businesses in the restaurant franchise sector (key expertise is Dunkin Donuts) and real estate development projects. They transformed the USA's EB-5 Government Immigration Programme into a standardised investment product that mitigates risk and projects investors' investment. I was approached to assess their current international brand and adapt it for the South African market by developing their brand DNA and messaging to successfully target and acquire customers in the UHNW & HNW markets.

CURRENCY PARTNERS (INDEPENDENT FOREIGN EXCHANGE PROVIDER)



I was appointed to compile a holistic Brand DNA & Strategy, Marketing Strategy and annual Marketing Plan with budgets & KPIs. I started by doing an in-depth industry analysis, noting the positioning & messaging of all the competitors in the market. After a few internal workshops, understanding Currency Partners' key offerings, USP & culture, a new brand positioning and brand identity was developed formulating the higher purpose of Currency Partners and what human value they are fulfilling for their customers. A detailed and comprehensive customer mental model, along the customer journey was created for each of their target audiences, identifying the message and media mix for each step along the journey to effectively communicate, convert & retain customers.



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PATERSON & COOKE (SLURRY PIPE & TAILINGS ENGINEERING SPECIALISTS)



I was approached by P&C to assist with their efforts to embark on a more active marketing approach focusing on digital (including all social media channels) activity to increase their awareness in the market and harness the current networks and relationships already existing. A B2B LinkedIn strategy was created as well as an employee toolkit to train and encourage all employees to actively engage on LinkedIn, and harness their relationships whilst sharing their expertise in mining tailings and slurry pipes. A detailed annual content strategy was created as part of the project.

VEGA SCHOOL OF BRAND LEADERSHIP: GUEST LECTURER FOR UNDERGRAD & HONORS DEGREES



Vega approached me to assist with guest lecturing for their Bcomm degree, as well as Bcomm Honors degree. All material for every course were designed, produced & lectured by me.

YARDSTICK - DIGITAL 101



Yardstick approached me to compile and run a workshop for their employees to demystify the digital world with the aim to get a good understanding of all the variables that forms part and influence digital activity (including tracking, measuring and optimising all activities). From this workshop Yardstick requested me to compile a website development & functionality matrix for their clients.

WORLD DESIGN CAPITAL CAPE TOWN 2014



Compile the marketing and communications strategy for the WDC 2014 as well as identify the various target audiences whilst effectively communicate, inform and involve each audience working within stark budget constraints. Design, manage and implement the WDC 2014 Design Engine (www.wdc14.com) which formed the central hub and database for all information relating to WDC 2014 and social conversations. This engine integrated over 480 projects each with its own, unique CMS log-in system, ensuring that all content is connected to each other to create impact and grow networks.

NOKIA/ MICROSOFT (UK)



Compile, manage and implement the Nokia/Microsoft communications (PR & Marketing plans) to leverage their sponsorship agreement with Word Design Capital 2014.

SNOOKUMS



Rebranding & positioning of the 40yr old, well-established Snookums (baby & toddler products) brand in the market. The project entailed to reposition the brand in the market, targeting a new market without alienating their current market, design of a new logo, corporate identity and packaging for the brand across all 87 products in their suite.

PWC & PSA'S PERFORMANCE MANAGEMENT DEVELOPMENT PROGRAMME (PMDP)



Develop, manage & implement the strategic positioning & rebranding for the PMDP (which is an established, integrated, applied programme that fast-tracks the development of critical skills required by management teams and support personnel to improve the performance and practices of their institutions) to entrench the collaboration of the core stakeholders which are Government, Service Providers, Private Sector, Primary institutions & their surrounding Communities.

BABYSENSE



Develop and implement the strategic digital, social and content strategy for the brand.

