



Dr. Sandra Bayer (née Heiden) works as a freelance CRM (Customer Relationship Management) and Marketing consultant in Hamburg, Germany. After graduating in Hospitality Management (University of Applied Sciences, Munich), she began working on her doctoral thesis. The focus of her dissertation was the design of a new model for customer segmentation based on the customer lifetime.

Dr. Bayer currently teaches at two universities: European Media and Business Academy in Hamburg (EMBA) and University of Applied Sciences Baden Württemberg. Her subjects are International Marketing, General Marketing, Consumer and B2B Marketing, Hotel Management as well as Scientific Research Technique, Information Management and Advertising Management.

From 2006 to 2012 she held the position of Director of Consulting and Corporate Representative for Toedt, Dr. Selk & Coll. GmbH, a well-known software and consulting enterprise for the hospitality industry.

She was the main contact person for international hotel customers, such as InterContinental Hotels, and was in charge of the consulting department.

Since 2013 Dr. Bayer runs her own marketing advisory firm in Hamburg and can look back to more than 10 years of consulting experience.

Main areas of consulting:

- * Evaluation of the existing CRM landscape
- * ROI Controlling of the current CRM strategy
- * Support in choosing the ideal CRM system, also for system changes
- * Creation of and consulting for RFP processes
- * Implementation of CRM systems
- * Evaluation and creation of innovative customer contact strategies through all touch points
- * Strategic omni-channel campaign planning
- * Design of KPI systems for measuring CRM success
- * Individual Customer Journey analysis
- * Data analyses to specify the status quo
- * Customer-specific segmentation and campaign planning
- * Creation of individual customer profile approaches
- * Conception of customer loyalty programs

Selected references:

- * InterContinental Hotels
- * COOP Switzerland
- * The Body Shop Switzerland
- * DesignHotels AG
- * Oetker Hotel Collection
- * Althoff Hotels
- * Maritim Hotels
- * Lindner Hotels & Resorts
- * Falkensteiner Hotels & Residences
- * A-ROSA Hotels & Resorts
- * Toedt, Dr. Selk & Coll. GmbH
- * Serenata IntraWare

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Publications (overview):

1. Heiden, S. (2010): Marketing Controlling mit dailypoint, in „Hospitality Controlling – Erfolgreiche Konzepte für die Hotellerie“, Hrsg. Prof. Dr. Burkhard von Freyberg, ISBN 978 3503 12056 7
2. Heiden, S. (2011): Services as Experiential Products and the Influences on Purchase Decisions, *The Business Review Cambridge*, Vol. 18 No. 2, Dec. 2011, ISSN No. 1553-5827, p. 141-148
3. Heiden, S. (2013): Customers' decision-making: Exposure of influencing factors, "Discussion Papers in Business and Economics – Business Management Strategies and Research Development", Discussion Paper No. 8, Dec. 2013, ISSN No. 2194-7309, Fulda, Germany, p. 54-67
4. Heiden, S. (2013): A new communication approach, *AD ALTA Journal of Interdisciplinary Research*, Vol. 3, Issue 1, 2013, ISSN No. 18047890, Czech Republic, p. 36-39
5. Heiden, S. (2014): Introducing the Customer Adhesion Lifetime Index Model, *The Business Review Cambridge*, JAABC, March 2014, Vol. 19. Num. 2, ISSN No. 1540-1200, p. 256-264
6. Heiden, S. (2014): The influence of age and gender on customers' expectations towards marketing communications, *AD ALTA Journal of Interdisciplinary Research*, Vol. 4, Issue 1, 2014, ISSN No. 18047890, Czech Republic, p. 25-27
7. Heiden, S. (2014): A new communication approach for customer relationship, Summary of doctoral thesis, University of Latvia, Riga, ISBN 978 9984b45 9134