

# SABINE ECKHARDT

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German citizen, born 9th of May 1972 in Bremen



## Profile

Strategic, solution-oriented, communicative, assertive and positive.

Entrepreneurial, hands-on character with long term operational inclusive leadership experience.

Deep knowledge in transformation of national and international companies. Expert in digitization with a focus on data management, consumer experience, sales, communication and marketing. Many years of ESG practice.

20 years of responsibility in CEO, MD, executive and non-executive board positions.

## Professional experience

### Technical university of Munich (TUM) senior lecturer, since 09/2023

Senior lecturer (part time) for digital transformation for Master students at TUM.

### BCG Senior Advisor, since 09/2023

Senior advisor specializing on transformation and organizational development, digitization and data management, ESG topics, consumer experience, sales, communication and marketing. Expert in two practices: Real Estate and TMT (Telco, Media and Tec). Working on several international projects together with BCG seniors or partners for due diligences, project pitches, advisory on project teams internal as well as external.

### Non-executive board member and Chairwoman of the supervisory board, since 09/2019

Member of the Supervisory Boards of UniCredit Bank AG (since 2022), Audit-, Remuneration- and Nomination-committee member.

Ceconomy AG (since 2019) Chair of the Nomination-Committee and ESG-Committee. Interim Executive Board Member as COO in Q1 2023.

Chairwoman of the Supervisory Board Edel Media SE (since 2023).

### CEO and Member of the EMEA Management Board, Jones Lang LaSalle SE, 03/2020 – 05/2022

Responsible for the Central European business of the global real estate advisory company (US Fortune 500 company) in 13 countries (Germany, Switzerland, Austria, Netherlands, Sweden, Finland, Denmark, Norway, Poland, Czech Republic, Hungary, Slovakia, Romania) with approx. 6.400 employees and triple-digit million Euro revenues.

Consulting for private and institutional investors for real estate investments, transaction business including ESG and digitization, strategic consulting in asset management for offices, retail and logistics. Real estate project development, as well as space leasing in the B-to-B sector.

Development of a sustainable growth strategy, successful restructuring of the organization including a new compensation system within 18 months. Implemented an ESG consulting practice in 13 countries.

Chairman of the Board of Directors of Jones Lang LaSalle AG, Switzerland (Zurich)

Managing Director, Jones Lang LaSalle Group Holdings SNC, France (Paris)

Managing Director, Jones Lang LaSalle Administration B.V., Netherlands (Amsterdam)

## Professional career at ProSiebenSat.1 Media SE - from 2004 to 2019 with the following stations:

### Executive Board Member - Chief Sales and Marketing Officer, ProSiebenSat.1 Media SE (DAX/MDAX), Unterföhring, 01/2017 - 05/2019

Overall responsibility for all sales activities of the Group in Germany, Austria and Switzerland:

Business management in the companies SevenOne Media GmbH and SevenOne AdFactory as well as six advertising technology companies. B-to-B marketing of advertising inventory TV, Digital, Out of Home. EUR 2 billion revenue responsibility, direct responsibility for 8 P&Ls and around 900 employees.

Strategic responsibility for all investment activities of the media group in the companies Seven Ventures GmbH and P7S1 Accelerator GmbH. Bundling of investment activities of ProSiebenSat.1 Media SE as well as early-stage investments in companies with B-to-C products and services. EUR 390m revenues, 2 P&Ls and 320 employees.

Responsible for marketing strategy and all marketing areas of SE:

Including all TV channels (ProSieben, Sat.1, Sixx, Kabel 1, P7 Maxx, Sat.1 Gold, Pay-TV platform Joyn) as well as all digital channels and websites. Market research, audience marketing, brand strategies, positioning of station brands and TV and digital genre marketing. 240 employees

Part of the DAX/MDAX Executive Board with joint responsibility for:

Risk Management, Compliance and Internal Audit. Approx. 6000 Employees, Identification of potential acquisition targets and strategic support of 12 corporate transactions (M&A) including integration into the company.

### Chief Commercial Officer (CCO), ProSiebenSat.1 Media SE, 01/2016 - 12/2016

Below Executive Board level with direct report to the CEO responsible for all marketing and sales activities of the SE (DACH). Also continued to hold the management positions in the marketing subsidiaries and bundled all sales activities of the Group.

### Managing Director SevenOne Media GmbH, 01/2013 -12/2016

Managing Director responsible for the Group's new customer business. Also responsible for business development and the development of new advertising products. Initiated and founded the joint venture of the European Media Alliance. Responsible for marketing cooperation with Google and Facebook. EUR 1.7 billion in revenues and 370 employees.

### Chairwoman of the Management Board, SevenOne AdFactory GmbH, 05/2009 -12/2016

Strategically initiated foundation and management of a new marketing and sales company with the objective of offering innovative advertising products and convergent (joint) digital and TV offerings. "Innovation Lab" of ProSiebenSat.1 Media SE. EUR 220 million in revenues, 70 employees

### Chairwoman of the Management Board ProSiebenSat.1 Licensing GmbH (formerly Merchandising Media GmbH), 02/2005 - 05/2009 and again 05/2012 - 12/2016

Responsible managing director for the marketing and sales of all stations and program brands of the media group, primarily lifestyle and entertainment rights, as well as Formula1 worldwide rights. Operation of the merchandising business as well as founding and responsibility for the music subsidiary "Starwatch Entertainment GmbH". EUR 107 million sales, 110 employees

### Chief Executive Officer ArtMerchandising und Media AG (a company of ProSiebenSat.1 Media SE), 02/2005 - 05/2012

Art rights merchandising for in-house and third-party brand rights (Dali, Warhol, Rizzi, etc.). Worldwide agency for merchandising and franchising for products, retail and museum stores. Restructuring and integration of the company into the new strategic direction of the ProSiebenSat.1 Group. EUR 45 million revenues, 25 employees

[Sales Director, Merchandising Media GmbH, Munich, \(a ProSiebenSat.1 Media SE company\), 10/2004 - 01/2005](#)

Head of Licensing and Merchandising Department. Product development and distribution of entertainment and lifestyle brands. Responsible for the key accounts Procter & Gamble, L'Oreal, Fiat, among others. Management of 14 employees. After 5 months promotion to Managing Director.

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[Senior Director Marketing and Sales, EM.TV AG, Unterföhring, 02/2003 - 09/2004](#)

Head of Marketing Department: Responsible for worldwide brand management of own brand rights and third-party brands managed as an agency, such as the 2006 Football World Cup. Mainly children's and entertainment rights. Restructuring and bundling of all own brand rights under the brand "Junior". Sales responsibility for marketing rights to manufacturers and TV companies. Management of 12 employees.

[Director Marketing and Sales, EM.TV AG, Unterföhring, 05/2002 - 02/2003](#)

Responsible for the marketing of EM.TV AG's worldwide brand rights and third-party brands managed as an agency. Management of 4 employees.

[Marketing Manager, Digital Publishing AG, Munich, 07/2000 - 04/2002](#)

Responsible for marketing and communication of the medium-sized company, which produced language software as well as CD-ROM products in the field of educational software and encyclopedias. Control of service providers and marketing and production budgets.

[Manager, Mattel Interactive GmbH, Munich/Frankfurt, 11/1998 - 07/2000](#)

Career start in product marketing at the digital subsidiary of the Mattel Group. Employee in product and brand management.

[Internship at the Literature House of the City of Munich, 07/1998 - 11/1998](#)

Preparatory work for the literature exhibition "Vladimir Nabokov" in February 1999 under the leadership of the foundation "Buch, Medien und Literaturhaus München".

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## Current mandates

[Chairwoman of the Supervisory Board, Edel SE, Hamburg, since 04/2023](#)

[Member of the Supervisory Board, Unicredit Bank AG, Munich, since 03/2022](#)

Member of Remuneration-, Audit- and Nomination-Committees

Member of the Supervisory Board, Ceconomy AG, Düsseldorf, since 09/2020  
Chairwoman of the Nomination Committee and responsible for ESG on the Supervisory Board

Senior Advisor BCG – Boston Consulting Group, since 09/2023

Advisory Board, Boston Consulting school support initiative: "Business@school", since 07/201

Supporter, European center of digital competitiveness, escp business school, since 07/2018

## Past mandates

Advisory Board, Heinrich Bauer Verlag KG, Hamburg, 01/2020 to 12/2022

Chair of the Board of Directors of Jones Lang LaSalle AG, Switzerland (Zurich), 04/2020 to 05/2022

Chairwoman of the Supervisory Board, Virtual Minds AG, Freiburg, 07/2018 to 05/2019

Advisory Board Member, ProSiebenSat.1 Digital Content GP Ltd, England, 04/2018 to 04/2019

Member of the Advisory Board, New Flag GmbH, Munich, 06/2015 to 02/2017

Member of the Supervisory Board, Art Merchandising and Media AG, Munich, 06/2012 to 12/2014

International Advisory Board Member of LIMA, New York, USA, 06/2009 to 03/2012

International Licensing Industry Merchandisers` Association

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## School / Higher Education

Ludwig-Maximilians-University Munich, 10/1992 - 07/1998

Studies and degree as "Magister Artium" in Modern German Literature, Philosophy and Medieval Studies

Scholarship Erasmus Program, Universita degli studi di Pisa, Italy, 03/1996 - 09/1996

Scholarship holder of the Hans-Rudolf-Foundation, Munich, 10/1994 - 07/1998

Grammar school at Eggstedter Strasse, Bremen, graduation Abitur, 06/1992

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## Knowledge, further training, awards and commitments

Attendance of the Board Akademie e.V. of Egon Zehnder, McKinsey and KPMG - advanced training for supervisory boards - 05/2019

Training/ educational program of good corporate governance, accounting and accountability (KPMG), requirements for corporate governance (McKinsey), board composition and its assessment (Egon Zehnder)

Frankfurt school of Finance and Management 11/2022, 05/2023, 09/2023

"Excellence program for supervisory board members" and "Specialization for supervisory board members in the finance sector"

#### Language skills

German mother tongue, English business fluent, Italian good, Spanish basic knowledge

#### Engagement, publication and awards

Jury member German start-up award "start me up" by Bilanz, 2016 - 2019

Jury member "Horizont Award", award for the best personalities in marketing and media, 2017-2018

Jury member "Emotion Award" for outstanding women, since 2016

Presidium member of the "ZIA" (Central Real Estate Committee) 05/ 2020 – 07/2022

Council of the ESG Committee of the ZIA, 01/ 2021 – 07/2022

Publisher of the book: The Future of the Real Estate Industry - Responsibility for Society and the Environment, Facts and Heads Verlag, 2021

Member of the female leaders initiative "Next Generation CEO" since 2014

"The 100 most influential women in German business", Manager Magazin, 2017, 2018, 2019

"100 women who move Germany", Handelsblatt, 2021

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## References

Thomas Dannenfeldt - Chairman of the Supervisory Board Ceconomy AG

Karsten Wildberger - CEO Ceconomy AG

Michael Diederich - Former CEO UniCredit Bank AG, current CFO Bayern Munich

Prof. Dr. Marcus Englert - Chairman of the Supervisory Board Rocket Internet, Partner at Texas Atlantic Capital

Lothar Lanz - Member of the Supervisory Boards Zalando, Home 24, TAG Immobilien

Beatrice Guillaume-Grabisch - Executive Vice President, Nestlé S.A

Christian Ulbrich - CEO Jones Lang LaSalle Inc.