

# CERTIFICATE OF PARTICIPATION

iversity hereby certifies that **Karin Kosak** has participated in the following course from September 2021 to September 2021:

## The B2B Marketing Journey of Excellence

Taught by Prof. h.c. Dr. Uwe G. Seebacher (MBA).

The successful completion of the course confirms that the participant knows the B2B Marketing Maturity Model as well as the most important structural action and topic areas in this context. The participant also has a basic understanding of the various internal customers and the resulting interfaces and coordination requirements. As part of the B2B Marketing Excellence Journey, the participant has a basic knowledge of the following as part of the final test

- Marketing Process Library (MPL)
- Marketing Automation and Orchestration
- Data-driven marketing and business analytics through to
- Predictive Intelligence

successfully demonstrated.

### About Uwe Seebacher

Uwe Seebacher is known worldwide for his stringent and effective methods, which have found their way into leading international management publications. This course is based on his unique model on Predictive Profit Marketing for the industry, which enables the entry into a new era in the field of B2B marketing.



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