



Britta Mohr-Rothe brings **over 20 years in retail and ten years in marketing**, with responsibility that has ranged from local to national and global. For more than thirty years she has worked with a wide variety of teams — developing people, using a strengths-based approach.

She holds an international certification as a business coach and has been training as a **trainer for mindfulness in organisations** since 2020. Britta grew up in Lagos, Nigeria, and works today in retail leadership alongside her coaching and facilitation practice.

PROFESSIONAL EXPERIENCE

IKEA Deutschland | Hamburg-Altona, Germany

Market Manager

- Executive management of the first IKEA city store worldwide
- Strengthening competitive position and brand positioning
- Financial strategy and growth in the Hamburg market
- Leadership, coaching and mentoring; representing the IKEA culture and values

Competence Development Network | Munich, Germany

Coach & Facilitator

- Leadership training and workshop facilitation
- Business coaching with a strengths-based approach

IKEA Services · Retail & Communication AB | Helsingborg, Sweden

Project Manager

- Global projects across all IKEA countries for the customer relations strategy
- Development of advanced blended learning solutions
- Roll-out of global training projects

IKEA | Wallau, Germany

Business Navigation Operation Manager

- Steering the business on key figures with a holistic navigation approach
- Leading and managing change processes in the store

IKEA Deutschland GmbH & Co. KG | Germany

Customer Relations Manager Germany · Store Wallau

- Strategic development at country level along the customer relations strategy
- Restructuring of the customer relations department
- International project work, planning and implementation

Earlier Roles in Marketing | Germany

Assistant Marketing Manager · Advertising & PR Manager

- Marketing management at BURGER KING GmbH
- Advertising and PR for McDonald's franchise businesses

EDUCATION

Degree in Communications Management

Norddeutsche Akademie für Marketing + Kommunikation
e.V., Germany

ADDITIONAL QUALIFICATIONS

- Trigon Certified Coach · IOBC, DBVC, ACC
 - Trainer for Mindfulness in Organisations
 - Leadership Development Program · IKEA
 - Trainer Certification Programme · IKEA
 - Certificate in Professional and Working
Pedagogical Knowledge · IHK Munich
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SELECTED CLIENTS

IKEA

aufmerksam.jetzt

Competence Development
Network

WORKING LANGUAGES

German Mother tongue
English Fluent