

# CHRISTINA RITTCHEN

TECH ENTHUSIAST BY DAY,  
ULTRA-RUNNER BY PASSION



Dynamic marketing leader and with advanced experience in SaaS. More than 20 years of experience in product development and online-marketing. Proven ability to combine strategy and analytic analysis with technical possibilities. Enthusiastic outdoor lover, ultra runner, free skier and mental strength Coach!

## CONTACT ME

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 linkedin.com/in/christinarittchen  
 www.startupyourlife.at  
 Calle Manuel Daban 15  
11380 Tarifa, Cadiz-Spain



## PROFESSIONAL EXPERIENCE

03-2024 - 10-2024

### SENIOR PROJECT MANAGER

Adidas - Runtastic, remote Spain

- Led a global data compliance project across 130 markets to enhance personalized user experiences, driving customer acquisition and retention.
- Collaborated with legal, marketing, and tech teams to align business areas and enable sales opportunities.
- Supported management's go-to-market decisions by delivering data analysis and risk evaluation reports.

09-2022 - 02-2024

### HEAD OF SPORTS SCIENCE

Adidas - Runtastic, remote Spain

- Responsible for Sports Science Strategy at adidas Runtastic hiring and leading a new team.
- Developing scientific content for adidas Running and Training Apps as well as marketing & promotional content for campaigns (Bra Revolution 2022).
- Consulting product and development with new feature „adaptive training plans“
- In charge of influencer and athlete selection for various campaigns for Adidas and for new feature promotion of the app
- Boosted customer engagement by developing and executing 3 professional training programs for the adidas Training app.

11-2020 - 08-2021

### PROJECT MANAGER STRATEGY & INNOVATION

Runtastic, Linz-Austria

- In charge of strategic initiative to improve workflow for content production including processes and technical setting with headless CMS serving mobile Apps.
- Lead, supported and executed various campaigns in collaboration with product, marketing and partnership teams focused on engagement and performance metrics (acquisition, retention, completion, conversion).
- Facilitated cross-collaborations between product and marketing teams, initiating weekly knowledge-sharing and case study sessions to enhance data-driven content planning efficiency.

01-2016 - 12-2018

### PRODUCT & DIGITAL COMMUNICATION MANAGER

At Red Bull Media House, Salzburg-Austria

- Led product development for the Wings for Life World Run app, overseeing distribution and activation across 111 locations in 58 countries.
- Lead a team of over 40 during event week, delivering user-generated content for TV and online
- Planned and executed 12-week activation campaign across multiple channels, (reaching 22 million, engaging 2 million) with paid and earned tactics.
- Managed the communication and PR for the "Red Bull Der Lange Weg" event and the production of a 52-minute TV format, resulting in a National Geographic feature (2018)

03-2014 - 12-2015

### DIGITAL MARKETING MANAGER

At Red Bull Air Race, Salzburg & around the World

- Developed and executed the overall digital channel strategy of the project, including content planning (partnership integration) and defining guidelines for all global digital teams of Red Bull.
- Directed a cross-functional team of editors, photographers, and video producers to develop and implement a comprehensive 360-degree digital communication strategy, resulting in a 25% increase in online engagement.
- Led and coordinated global Digital Brand Management initiatives for the Red Bull Air Race World Championship, resulting in a 20% increase in online engagement and a 15% growth in social media following in social media following.

Please note: This CV includes only relevant roles. For a complete professional history, feel free to visit [linkedin.com/in/christinarittchen](https://www.linkedin.com/in/christinarittchen)

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## EDUCATION

11/2024

**SCRUM MASTER, CERTIFIED BY SCRUMALLIANCE**

03-2023 - 04-2024

**CERTIFIED SYSTEMIC CONSTELLATION COACH, ISO 17024**

Institut Resonanz Kutschera, Vienna

Focus: Strengthen potential, achieve peak performance, and develop lasting skills through deeper understanding of communication, decision-making, and behavior.

10-2016 - 05-2020

**MENTAL COACHING (MSc)**

At University Salzburg, Sports Department and Mental College

Focus: Enhancing team performance and leadership in professional environments, emphasizing psychological principles.

09-2013 - 03-2014

**INNOVATION- AND SPORTSMANAGEMENT**

At ASFM Academy for Sports and Management Sciences Salzburg, Austria

2005 - 2006

**MARKETING & ONLINE MARKETING (CERTIFICATION)**

At University of Applied Sciences Kufstein, Austria

10-1998 - 06-2002

**MULTI MEDIA ART (MA)**

At University of Applied Sciences Salzburg, Austria

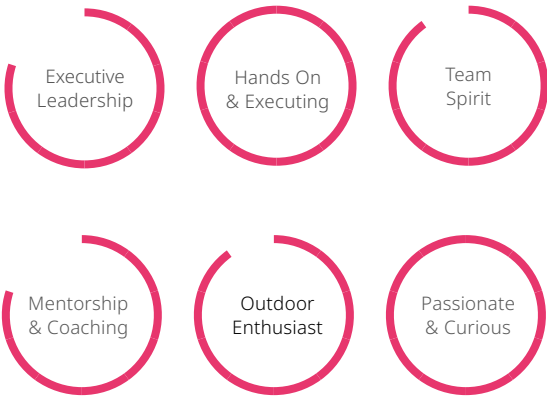
Focus: Innovating user experiences and creative app development, including story telling and brand communication. .



## PROFESSIONAL SKILLS

Budget Management	● ● ● ● ● ●
Product Marketing	● ● ● ● ● ●
Product Development	● ● ● ● ● ●
Go-To-Market Strategies	● ● ● ● ● ●
Marketing Activation	● ● ● ● ● ●
Content-Creation/Distribution	● ● ● ● ● ●
Data Insights & Analysis	● ● ● ● ● ●
Stakeholder Management	● ● ● ● ● ●
Project Management	● ● ● ● ● ●
Influencer Marketing	● ● ● ● ● ●
Mobile Apps	● ● ● ● ● ●
Sales Enablement	● ● ● ● ● ●
Communication	● ● ● ● ● ●
User Research	● ● ● ● ● ●
SaaS Platforms	● ● ● ● ● ●
MS Office	● ● ● ● ● ●
Jira	● ● ● ● ● ●

## PERSONAL SKILLS



## LANGUAGES

German (native)	● ● ● ● ● ●
English	● ● ● ● ● ●
Spanish	● ● ● ● ● ●