



Thilo Makrelov

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Thilo's Credentials:

Thilo uses her Professional Business Coach certification through GIBS Business School, combined with her Chemical Engineering degree and deep marketing experience to unlock the potential of the businesses she coaches.

Thilo has successfully turned around and grown well-known brands such as Budweiser, Nutriday, Joko and Rajah spices. The relaunch and positive turnaround of the under-performing Budweiser brand to achieve 400% growth was so successful that she was asked to present the story at a meeting of global AB Inbev leaders in New York.

Before Grow, Thilo had built a 14-year career in innovation & marketing at Unilever, Danone and SA Breweries/AB Inbev. At SA Breweries she was selected to complete the SAB Executive Development Programme, a postgrad diploma, which she completed with distinction.

About Thilo:

Thilo is passionate about helping business leaders and their teams renew or create a vision for their business and find meaning in their work as they connect to this vision. Thilo is no stranger to just how tough business can be, she has led teams successfully through traumatic events including acquisitions, retrenchments and other tough conflict situations, including transforming cross-functional teams from under-performing to highly functional teams.

As a born innovator, she has developed and launched new categories within existing product groups, including DanUp and Castle Free, whose successes were hailed as global case studies by Danone and ABI respectively.

How Thilo can help your business:

Thilo has deep experience in developing business strategy, and building execution capability. She will help you navigate the complexity of setting direction for your business and managing and leading your team to deliver results.

She sets a high standard for herself and the teams she works with and achieves outstanding results, from helping founders to transition to a new generation of leadership, to building strategies that leverage new trends to capture a defensible position for your business in the market; and providing guidance needed to build lead generation and sales to support of a business with scaling ambitions.

Thilo excels in unlocking the motivation of leaders and their teams to take action against their goals and and to design a business, and life, they can enjoy. ""





Build your business with
clarity and confidence.



Contact us

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