

CAROLINE DRUCKER



Expert on E-Commerce and Post-Digitalism
Head of Strategic Partnerships in Europe, Middle East and Africa
for Instagram

Caroline Drucker is Head of Strategic Partnerships in Europe, Middle East and Africa for Instagram.

Prior to Instagram she worked as Senior Brand Manager, Head of International Brand Communications and Country Manager for Etsy in Germany, Austria and Switzerland. Caroline is a leading expert in the field of E-Commerce and digital media.

She is a role model for women in the media and technology businesses - a strong personality with brilliant ideas and the will to put them into action.

After graduating from Bryn Mawr College in Pennsylvania, Caroline Drucker moves to Berlin, in order to pursue her further studies. She starts an internship at the music label K7, where she is promoted to Distribution Digital Manager shortly after.

Caroline also gains significant experience in the field of media publishing – playing a key role in establishing the "VICE" magazine in the German market; managing the business development for the leading literary and creative quarterly "DUMMY" and introducing the digital strategy for the re-launch of the German newspaper "Der Freitag".

From 2010 the Canadian works as Product Manager as well as Partner Marketing Manager for "SoundCloud", one of the leading social sound platforms in today's international market.

From 2012 to 2015 Drucker works for Etsy, the American company focuses on the distribution of self-made products, and establishes Etsy in the whole German-speaking market.

Caroline Drucker is a very innovative and eloquent speaker, who inspires her audience with a variety of topics. Her talk on "How to Get More Women in Tech in Under a Minute" reached more than 30 000 views.

Topics (Selection):

- E-Commerce and Startups
- Women and the Internet
- Digital Journalism