

## **Anna Handschuh**

After graduating in German literature and arts management, Anna started her professional life at a marketing department of the modern arts museum Schirn Kunsthalle in Frankfurt, Germany. With her next professional step, she learned a lot about a classical medium sized business in Germany: a traditional natural cosmetics manufacturer with over 80 years history as a family business, where she was assistant for product management and marketing. Since 2009 she has been a Marketing Manager at Triodos Bank, where she is responsible for whole marketing activities of the German branch. Triodos Bank is the European market leader in sustainable banking. Anna managed the market launch of Triodos Bank in Germany, which was in December 2009. Her driving passion is her conviction, that after organic food became mainstream, the next step of sustainable consumption is "sustainable banking for everyone".