# Marie Weidlich wins 2025 Global Recognition Award for pioneering digital brand transformation



Marie Weidlich, the founder of Power Brand Builder and London Fashion Today, has been honoured with the prestigious 2025 Global Recognition Award for her outstanding leadership in digital innovation and brand transformation. This accolade acknowledges her significant contributions to digital strategy, fintech marketing, and brand development across luxury, lifestyle, and startup sectors. The award highlights her ability to integrate data-driven marketing solutions with creative brand storytelling, enabling both entrepreneurs and corporate organisations to navigate digital disruption effectively.

Weidlich’s approach challenges traditional marketing paradigms by combining consumer insights with scalable digital growth strategies, helping businesses enhance visibility and drive sustainable success in an increasingly competitive landscape. Her consultancy platform, Power Brand Builder, is particularly noted for empowering clients with an integrated toolkit that blends strategy, technology, and performance marketing. Beyond consultancy, she serves as the creative force behind London Fashion Today, a channel that marries conscious luxury with aesthetic storytelling, underscoring her influence in both digital branding and lifestyle media.

Her career spans over a decade, working with a diverse portfolio of global and emerging brands in sectors such as hospitality, health and wellness, luxury goods, food and beverage, and retail. This extensive experience strengthens her ability to translate cultural and market trends into actionable growth strategies that resonate with contemporary audiences. Weidlich has also authored the bestselling e-book, *Unlock Brand Power*, which offers practical guidance for business owners, marketers, and digital leaders aspiring to innovate confidently in a digital-first world.

The 2025 Global Recognition Award, decided through a rigorous and impartial selection process using the Rasch model, honours leaders based on true impact beyond conventional metrics such as patent filings or user numbers. This model emphasises innovation excellence, market influence, and technological advancement, affirming Weidlich’s role as a forward-thinking leader in her field. The award aligns her with other distinguished figures recognised for visionary leadership across various industries, including financial services, technology, and creative sectors.

Weidlich’s work is emblematic of a broader trend of women leaders reshaping marketing and innovation landscapes globally. Industry platforms and awards in 2025 increasingly highlight female executives who blend strategic insight, data-driven decision-making, and creative vision to propel brand growth and transformation. By leveraging such methodologies, she exemplifies the dynamic role of digital leadership in driving not only business success but also cultural relevance and purposeful innovation.

Reflecting on her achievement, Marie Weidlich remarked, “This award confirms what I’ve always believed: that real innovation blends creativity with purpose and strategy. It’s not just about technology–it’s about helping people and businesses evolve.” Her ongoing commitment to bridging technology, branding, and creativity positions her as a pivotal figure in empowering organisations to embrace strategic change while fostering meaningful growth.

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* Paragraph 1 – [[1]](https://www.isstories.com/2025/06/19/marie-weidlich-wins-2025-global-recognition-award-for-leadership-in-digital-innovation-and-brand-transformation/), [[2]](https://www.isstories.com/2025/06/19/marie-weidlich-wins-2025-global-recognition-award-for-leadership-in-digital-innovation-and-brand-transformation/), [[4]](https://www.globalbrandsmagazine.com/award-winners-2025/)
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* Paragraph 4 – [[1]](https://www.isstories.com/2025/06/19/marie-weidlich-wins-2025-global-recognition-award-for-leadership-in-digital-innovation-and-brand-transformation/), [[4]](https://www.globalbrandsmagazine.com/award-winners-2025/)
* Paragraph 5 – [[5]](https://martechedge.com/news/rising-star-women-leaders-in-marketing-2025-announced), [[7]](https://martechview.com/women-in-marketing-2025/)
* Paragraph 6 – [[1]](https://www.isstories.com/2025/06/19/marie-weidlich-wins-2025-global-recognition-award-for-leadership-in-digital-innovation-and-brand-transformation/)

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## Bibliography

1. <https://www.isstories.com/2025/06/19/marie-weidlich-wins-2025-global-recognition-award-for-leadership-in-digital-innovation-and-brand-transformation/> - Please view link - unable to able to access data
2. <https://www.isstories.com/2025/06/19/marie-weidlich-wins-2025-global-recognition-award-for-leadership-in-digital-innovation-and-brand-transformation/> - Marie Weidlich, founder of Power Brand Builder and London Fashion Today, has been honoured with the 2025 Global Recognition Award for her contributions to digital transformation, innovation strategy, and brand development in the fintech and creative industries. The award acknowledges her ability to deliver data-driven marketing solutions, reimagine brand positioning, and implement scalable digital growth strategies, empowering both entrepreneurs and corporate organisations to navigate change and drive sustainable success in a competitive digital environment.
3. <https://www.issuewire.com/marie-weidlich-from-london-fashion-today-launches-power-brand-builder-1803483025785189> - Marie Weidlich, founder of London Fashion Today, has launched Power Brand Builder, a comprehensive marketing toolkit and mentorship program designed to transform how entrepreneurs and creatives approach brand development and marketing strategies. The program offers expert guidance, comprehensive brand development, strategic marketing insights, and harnesses technology to automate marketing tasks, aiming to build strong, sustainable brands and achieve business goals with confidence and effectiveness.
4. <https://www.globalbrandsmagazine.com/award-winners-2025/> - The 2025 Global Brand Awards by Global Brands Magazine recognise leaders across various sectors for their excellence and innovation. Categories include Best CEO in Islamic Banking, Best CEO Energy Sector, Most Influential Woman Leader in Banking, and Visionary Leader in Digital Transformation, among others. The awards highlight outstanding achievements and contributions in leadership and innovation across different industries worldwide.
5. <https://martechedge.com/news/rising-star-women-leaders-in-marketing-2025-announced> - Martech Edge announces the Rising Star Women Leaders in Marketing for 2025, recognising a distinguished group of women transforming marketing across sectors such as technology, cybersecurity, consumer goods, healthcare, finance, manufacturing, and nonprofit organisations. These leaders are at the forefront of innovation, strategy, and impact, executing customer-focused campaigns that drive brand growth and loyalty across industries.
6. <https://brand-innovators.com/awards/industry-innovation-awards-2024/> - Brand Innovators' Industry Innovation Awards 2024 honour leaders across various sectors, including automotive, beer, wine & spirits, CPG, dining, entertainment, fashion & beauty, fintech & financial services, retail, tech & telco, and travel & hospitality. The awards recognise individuals for their innovative leadership and contributions to their respective industries, highlighting excellence and impact in various fields.
7. <https://martechview.com/women-in-marketing-2025/> - Martech View celebrates the women driving transformative change in marketing and martech in 2025. These leaders are at the forefront, leveraging innovative strategies, data-driven insights, and cutting-edge technology to drive growth and reshape the future of marketing. By breaking barriers, challenging norms, and leading with purpose, they are accelerating action towards gender equality and redefining the marketing landscape.