



Verbaccino

Taking Cleantech companies global.

Because the climate crisis calls for globally scalable solutions.

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ABOUT KATHRIN

Kathrin Bussmann grew up speaking English, French and German fluently. She holds degrees in Communication Studies and Linguistics. As the Host of [The Worldly Marketer Podcast](#), she has interviewed nearly 250 thought leaders in the global business and localization space. She is based in Toronto, Canada.

ABOUT VERBACCINO

Verbaccino Inc. is the strategic marketing consultancy for clean technology companies that are ready to expand into international markets. Verbaccino's mission is to facilitate the transition to a greener, more regenerative economy around the world.

Headed by **Kathrin Bussmann, Ph.D.**, Verbaccino is uniquely positioned at the intersection of global business, international marketing, and localization. Verbaccino helps you optimize your positioning in new target markets, develop localized content strategies that will drive your international business OKRs, and implement those strategies successfully through qualified practitioners.

Our climate crisis requires globally scalable solutions.

For the sake of our children, we need to deploy clean technologies urgently and effectively across languages, cultures, and borders. Is your company ready to bring innovative Cleantech solutions to new markets?

Verbaccino helps you de-risk your global expansion through:

- international market research
- local-savvy positioning
- multilingual / multi-regional content strategy
- specialized vendor selection & oversight
- global brand building... **and more.**

Let Verbaccino become a trusted partner on your global growth journey. **Book an introductory chat with Kathrin.**