

Marie Weidlich Wins 2025 Global Recognition Award for Leadership in Digital Innovation and Brand Transformation

Founder of Power Brand Builder and London Fashion Today, Marie Weidlich is honoured for her contributions to fintech marketing, digital strategy, and brand innovation across luxury, lifestyle, and startup sectors.



London, United Kingdom Jun 18, 2025 ([Issuewire.com](https://www.issuewire.com)) - [Marie Weidlich](#), award-winning digital strategist and founder of [Power Brand Builder](#), has been honoured with a [2025 Global Recognition Award](#) for her pioneering contributions to digital transformation, innovation strategy, and brand

development within the financial technology and creative industries.

This global honour acknowledges Marie's exceptional ability to deliver data-driven marketing solutions, reimagine brand positioning, and implement scalable digital growth strategies. Her work empowers both entrepreneurs and corporate organisations to navigate change, maximise visibility, and drive sustainable success in an increasingly competitive digital environment.

Marie is best known for creating [Power Brand Builder](#), a consultancy platform that combines brand storytelling, consumer insight, and performance marketing to help businesses grow online. Her integrated approach has been recognised for challenging outdated models and accelerating transformation across fintech, retail, and creative sectors.

"This award confirms what I've always believed: that real innovation blends creativity with purpose and strategy," said Weidlich. "It's not just about technology—it's about helping people and businesses evolve."

In addition to her consultancy work, Marie is the creative director behind [London Fashion Today](#), a lifestyle and content channel where she showcases fashion trends, conscious luxury, and aesthetic storytelling. Through this platform, she curates experiences that bridge brand identity, visual culture, and digital influence, making her a respected voice in both digital branding and lifestyle media.

Marie's influence is underpinned by over a decade of work with global and emerging brands across hospitality, health and wellness, luxury goods, food and beverage, and retail sectors. Her client portfolio reflects a unique ability to translate market trends into brand growth, rooted in strategic thinking and cultural relevance.

Her bestselling e-book, [Unlock Brand Power](#), further cements her reputation as a thought leader, offering practical insights for business owners, marketers, and digital leaders looking to innovate with confidence.

The 2025 Global Recognition Award is the result of a rigorous, impartial selection process led by industry experts using the Rasch model—a system designed to assess true leadership and impact beyond metrics like patent volume or user adoption. Marie was recognised for her excellence in innovation, market impact, and technological advancement.

Her continued work—at the intersection of technology, branding, and creativity—underscores a global commitment to empowering others through strategic change and innovation.

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