

CURRICULUM VITAE

NATIONALITY German & Spanish

BIRTHDATE 9th Dec 1965

ABOUT ME High alertness and energy levels
A preference for complex issues
Have humour



INDUSTRY EXPERIENCE

BRANCH

Industry	Construction & Chemical
Emerging Technologies	Robotics, Drones, 3D Printing
FMCG	Spirits, Soft Drinks, Fresh Food
Durable Consumer Goods	Kitchen Furniture, Houseware

YEARS

COUNTRY

3	EMEA
5	D, E, IL
7	E, UK, N, USA
12	D, E, NL

PROFESSIONAL ACHIEVEMENTS

STRATEGIC DEVELOPMENT OF NEW MARKETS

Finding the adequate market entry door	ALNO	→	El Corte Inglés
Rapid market entry and distribution build	BRABANTIA	→	Captured 600 retailers in 3 years
"First Mover Advantage" via innovation	COCA-COLA	→	Nordic Mist Launch Spain
Monetising new High Tech Products (UAV)	ASCTEC	→	Industry applications for Falcon 8

OPERATIONAL EXPERIENCE

Business Transformation	ALIAXIS	→	Carve-Out & Integration of Wefatherm business
Successful Business Start-Up (8 years)	BRABANTIA	→	0,5 -> 5 Mio€ turnover Spain
Design & implement new Strategy	LEIFHEIT	→	Media Markt, Leroy Merlin
Building distribution network from zero	HOERBIGER	→	30 Distributors network xetto®
Restructuring of a subsidiary	ALNO, LEIFHEIT	→	Successful turnaround, 10 Mio€
Public Private Partnership	TU Hamburg	→	Intl. Robotics-Camp for Girls

I EXCEL AT

Creativity, Networking, Drive, Thinking outside the Box
Building senior level client relationships
Getting people to cooperate with another
Performing in unstructured environments

RELEVANCE

- Leading People
- Business development
- Transformation processes
- Developing markets from scratch

WORK EXPERIENCE

INTERIM MANAGER

Since Jan 2013

Go-To-Market, Strategy & Execution | Business Carve-Outs
Sparring Partner to CEOs of SME, Start-Ups & large family-owned comp.

INDUSTRIAL

Construction
Machinery

H&C Water Piping
3D Metal Printing

Aliaxis | Wefatherm GmbH
SLM Solutions | Rolf Lenk GmbH

Automotive

Robotics

Hoerbiger Automotive GmbH

EMERGING TECHNOLOGIES

Med-Tech
Aerospace

3D printed prosthetic
UAV (Drones)

Mecuris GmbH
Ascending Technologies | Intel

FOOD

Fresh Food
FMCG

Blueberries into Retail
Launch Tonic Water

Rolf H Dittmeyer GmbH
The Coca-Cola Company



Sep 2020 – April 2021
Mannheim | Eisenberg
sanit.com

ALIAxis

Analysis, Valuation of the Aliaxis After-Sales Business, followed by the Carve-Out of its Spare Parts Business and successful integration into Sanit Eisenberg GmbH. With the Carve-Out and Integration completed, SANIT was successfully divested in May. It was acquired by the Spanish ROCA Group.

Dec 2019 – Aug 2020
Hannover
aliaxis.com

Carve-Out & Integration of Wefatherm Business (~20 Mio€ TO) from an Aliaxis company in Netherlands (Akatherm BV in Panningen) to an Aliaxis company in Germany (Marley Deutschland GmbH in Wunstorf). GoLive 1st Sep. International recruitment of new Agents in key export markets. Business Development East Africa, Israel and UK.



Dec 2018 – Sep 2019
Hamburg
rolf-lenk.de

ROLF LENK WERKZEUGBAU GMBH

Sales & Marketing Strategy for 3D Metal printed products
Designed Social Media strategy, incl. Linked-In Profile for CEO (2.500 followers)
Bugatti Video. Customer acquisition via Fair and Social Media.



MECURIS

Dec 2018 – May 2019
Munich
mecuris.com

MECURIS GMBH

Go-To-Market Strategy Germany of 3D-printed prostheses
Built best-practise case Spain for market-entry FirStep (kids) & NexStep (adults).



Dec 2015 – Apr 2018
Schongau, Bavaria
hoerbiger.com

HOERBIGER AUTOMOTIV GMBH

Interim Key Account & Sales Manager, Mobile Loading
Developed, implemented business “plan 365” for xetto®, a robot from HOERBIGER Hydraulic’s division. Leading the successful roll-out, I built a German distributor network of 30 professional retailers.



Jan 2014 – Nov 2015
Barcelona / Munich
ascTec.com

ASCENDING TECHNOLOGIES, now a part of INTEL

International Sales, UAV Pilot-Instructor
Development of the Spanish market for UAV AscTec Falcon 8®. Sales Support and Training of AscTec’s customers in Norway, Germany, Italy and Spain. Partnership with Spanish state enterprise AESA.



Jun 2013 – Nov 2013
Munich – Warngau
cosentino.com

COSENTINO

General Manager, Cosentino Center München
Managed the Southern Germany warehouse and team on an interim basis. Prepared market-launch Germany of Dekton design surface for kitchen and home.



Jan 2014 – May 2014
Jan 2013 – May 2013
Barcelona / Hamburg
dittmeyer.de

DITTMAYER’S FRUCHT-PLANTAGEN

Go-To-Market Spain, Retail Launch Fresh Blueberries
Acquired new customers in the Food Retail sector (ALDI, L’Esclat, Casa Amatller) and in Wholesale (CMR, Fruiver). Developed a new fresh food concept.

EMPLOYED

LEIFHEIT

AKTIENGESELLSCHAFT
Sep 2010 – Aug 2012
Madrid
leifheit.com

LEIFHEIT

General Manager of Spanish subsidiary.

I was able to stop negative revenue trend 2007-2010 (-50%) and outperform recessionary market with slight revenue growth 2011 vs 2010 (3,9 Mio€). I achieved this by implementing "Leifheit GO!", a new multi-channel strategy focusing on the 3 core brands and categories kitchen, cleaning, dying and scales.

ALNO

Sep 2008 – Aug 2010
Madrid
alno.com

ALNO

General Manager Spain & Portugal.

In cooperation with German headquarters, I defined and executed a new strategy in Spain, focusing on Key Accounts El Corte Inglés (ECI) and The Singular Kitchen (TSK), thus compensating for the decline in kitchen studios and project business, and achieving overall revenue growth of +11% over a two year period during recession (6,4 -> 7,1 Mio€).

brabantia

Jul 2000 – Aug 2008
Barcelona
brabantia.com

BRABANTIA

Sales Director & County Manager Spain, Key Account Manager

I successfully started up the Brabantia subsidiary in 2011, built the sales team in Spain and put in place the Brabantia procedures. I increased net turnover to 4.9 mill€ in 8 years by positioning Brabantia as an emotional, premium brand, focusing on partnership with the trade & optimum presentation at point of sale.

The Coca-Cola Company

Oct 1997 – Dec 1999
Madrid
coca-cola.es

THE COCA-COLA COMPANY

Assistant Brand Manager, responsible for: Fruitopia, Nestea, Minute Maid, Nordic Mist.

RE-Launch Fruitopia, New Product Launch Nordic Mist. My major contribution was the successful launch of NORDIC MIST Tonic Water, building on my on-trade retail experience acquired at Diageo.

DIAGEO

London (9/95–9/97)
Oslo (1/95–8/95)
Hamburg (9/93–12/94)
diageo.com

DIAGEO

Johnnie Walker, Gordon's Gin, Tanqueray Gin, Dewar's, etc.

Sales Manager UK Diplomatic Sales

Trade Marketing Manager domestic market Norway

International Trainee Marketing and Sales, Europe Duty Free

EDUCATION

UNIVERSITIES



Boston, USA
2004

HARVARD BUSINESS SCHOOL

Program for Management Development,
Company-sponsored by Brabantia



Karlsruher Institut für Technologie
Karlsruhe, Deutschland
1986 – 1992

KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)

Diplom-Wirtschaftsingenieur (Economic Engineer, Computer
Science/OR)
Diplomarbeit Culture & Management, 1st Prize SEW
Eurodrive Stiftung

PROFESSIONAL APPRENTICESHIP



Barcelona, Spain
1984 – 1986

BASF ESPANOLA S.A

Industrial Apprenticeship
In German: Berufsausbildung zum Industriekaufmann

LANGUAGES

Perfectly fluent in



German



English



Spanish

SOCIAL MEDIA



21.500 Followers



1.461 Followers

WEB



robotics-institute.com



noguer-interim.com

HOBBIES

Family, Photography, Reading, Sports

NON-PROFIT



founded: Dec 2017

Promoting STEM-Education in talented high-school students.

I founded Robotics Institute, the initiator and organizer of Germany's first, and at this date, only International Robotics- Camp for high-school girls, bringing together at Hamburg University of Technology (TUHH) STEM-interested girls from around the world.

Hamburg, July 2021