

CURRICULUM VITAE

NATIONALITY	German & Spanish
BIRTHDATE	9 th Dec 1965
ABOUT ME	High alertness and energy levels A preference for complex issues Have humour
LANGUAGES	🇩🇪 German, 🇬🇧 English, 🇪🇸 Spanish



INDUSTRY EXPERIENCE

BRANCH		YEARS	COUNTRY
Industry	Food Processing & Technology	2	EMEA, USA, CN
	Construction & Chemical	3	EMEA
Emerging Technologies	Robotics, Drones, 3D Printing	5	D, E, IL
FMCG	Spirits, Soft Drinks, Fresh Food	7	E, UK, N, USA
Durable Consumer Goods	Kitchen Furniture, Houseware	12	D, E, NL

WORK EXPERIENCE

EMPLOYED



SYNTEGON
Service Sales Manager Western Europe
Since March 2024



BRABANTIA
Sales Director & County Manager Spain, Key Account Manager
Sep 2008 – Aug 2010



Interim Manager
Self-employed
Jan. 2013 – Feb 2024



THE COCA-COLA COMPANY
Assistant Brand Manager, responsible for: Fruitopia, Nestea, Minute Maid, Nordic Mist.
Oct 1997 – Dec 1999



LEIFHEIT
General Manager of Spanish subsidiary
Sep 2010 – Aug 2012



DIAGEO
Sales Manager UK Diplomatic Sales
Sep 1993 – Sep 1997



ALNO
General Manager Spain & Portugal
Sep 2008 – Aug 2010

INTERIM MANAGER

Jan 2013 – Feb 2024 Go-To-Market, Strategy & Execution | Business Carve-Outs | Transformation
Sparring Partner to CEOs of SME, Start-Ups & large family-owned comp.



LÉKUÉ

Interim Managing Director
June 2023 – Feb 2024



SYNTEGON

Interim Global Head of Service, Food Liquid BU, SYNTEGON
June 2022 – April 2023



ALIAxis

Analysis, Valuation of the Aliaxis After-Sales Business
Sep 2020 – April 2021

Carve-Out & Integration of Wefatherm Business
Dec 2019 – Aug 2020



ROLF LENK WERKZEUGBAU GMBH

Sales & Marketing Strategy for 3D Metal printed products
Dec 2018 – Sep 2019



MECURIS GMBH

Go-To-Market Strategy Germany of 3D-printed protheses
Dec 2018 – May 2019



HOERBIGER AUTOMOTIV GMBH

Interim Key Account & Sales Manager, Mobile Loading
Dec 2015 – Apr 2018

EDUCATION



HARVARD BUSINESS SCHOOL

*Program for Management Development,
Company-sponsored by Brabantia
Boston, USA, 2004*



KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)

*Diplom-Wirtschaftsingenieur (Economic Engineer, Computer Science/OR)
Diplomarbeit Culture & Management, 1st Prize SEW
Eurodrive Stiftung
Karlsruhe, Deutschland, 1986 – 1992*

Switzerland / Germany, Feb 2025

PROFESSIONAL ACHIEVEMENTS

STRATEGIC DEVELOPMENT OF NEW MARKETS

Turnaround Restructuring	SYNTEGON	→ Achieved above budget sales and profits
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	SYNTEGON	→ Motivate & re-energize sales team, innovative trade marketing
	ALIAxis	→ Carve-Out & Integration of Wefatherm business, and Aliaxis After Sales 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,	→ Successful turnaround, 10 Mio€
	LEIFHEIT	
Public Private Partnership	TU Hamburg	→ Intl. Robotics-Camp for Girls

REFERENCES

„Alexis had a great positive impact on the Service business in our Food Liquid business unit. With passion and drive he engaged people to drive the business, try new approaches and the result was great. He also established good collaboration with all key players and handed over to his permanent successor in a good way. I would engage Alexis in any other assignment we would have where business growth needs acceleration“

Johan Nilsson

Executive Board Member and Head of BU Services & Digital Solutions at Syntegon

„Your great commitment and drive for the beesireess have left a clear mark. Thank you!!!“

MICHAEL GROSSE

CEO, Syntegon

„Alexis is focused and effective. With his experience in management and international sales as well as his ability to motivate other people and get them to try new approaches, Alexis is a real asset in the implementation of the agreed transformation goals at Syntegon. Alexis combines a 'can-do attitude with a likeable, straightforward manner.“

DR. WALTER BICKEL

CEO, Syntegon