ALEXIS NOGUER

office@noguer-interim.com | +49 (0) 175 696 99 31

linkedin.com/in/alexis-noguer | noguer-interim.com

CURRICULUM VITAE



NATIONALITY	German & Spanish
BIRTHDATE	9th 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	4	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

Interim Manager
Self-employed
Jan. 2013 – Feb 2024

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

LEIFHEIT
General Manager of Spanish subsidiary
Sep 2010 – Aug 2012

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

ALNO
General Manager Spain & Portugal
Sep 2008 – Aug 2010

DIAGEO
Sales Manager UK Diplomatic Sales
Sep 1993 – Sep 1997

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INTERIM MANAGER

Jan 2013 – Oct 2026 Go-To-Market, Strategy & Execution | Business Carve-Outs | Transformation
Sparring Partner to CEOs of SME, Start-Ups & large family-owned comp.

SYNTEGON
(Interim) Head of Service, Europe, Food, SYNTEGON
Feb 2026 – October 2026

SYNTEGON
(Interim) Head of Service, Western Europe, Food & Pharma, SYNTEGON
March 2024 – Jan 2026

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

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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, Nov 2026

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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
		→	Responsible for 85M Order Intake, growth of 24%
	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, LEIFHEIT	→	Successful turnaround, 10 Mio€
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 beesiress 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, straichtforward manner.“

DR. WALTER BICKEL
CEO, Syntegon