

# CURRICULUM VITAE | DR. DIRK JENKIS

Dr. Dirk Jenkis

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Born on 07-17-1970 in Duesseldorf

Married, two children



## PROJECT AND INTERIM MANAGER & CONSULTANT WITH ENTREPRENEURIAL THINKING

Put your customers above everything. Innovative. Creative. Structured. Out with the silo mentality – and in with an optimal customer experience. I take your teams and stakeholders with me on the road to tomorrow – convincing, motivating and inspiring. For unique customer experiences – with which you can successfully adapt old business models and open up tomorrow's business areas today. Including with a disruptive approach.

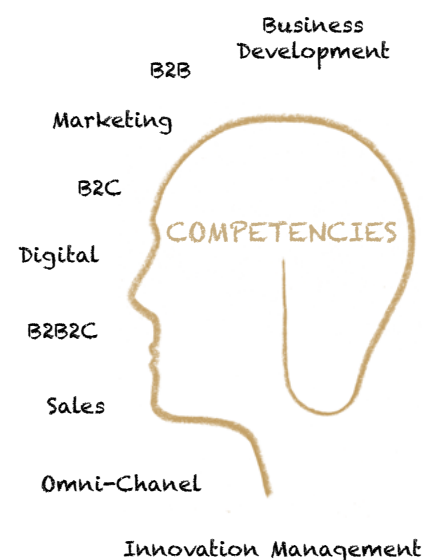
Change is not an end in itself, but is necessary for success. Only those who are moving can move things: companies, markets and people. I support you in this as a project and interim manager or consultant – with entrepreneurial thinking and a clear focus on data, facts and costs. I orchestrate all customer touchpoints from B2C and B2B to B2B2C. Whether digital or analogue – in sales, marketing or business development – I help you to make your customers happy. With the focus:

Transformation – successfully adapting business models  
Innovation – tapping into the business areas of tomorrow  
Disruption – sharpening the senses for truly new developments

### Important milestones at a glance:

As a manager, founder, co-founder and former supervisory board member of an industrial company, I have sound practical entrepreneurial experience. And, with a master's degree in Business Innovation as well as a PhD in Media Economics, I also have a diverse background – for successful renewal and progress.

2015 – today Project- und Interim Manager & Consultant  
**[www.vonmorgen-management.de](http://www.vonmorgen-management.de)**  
2012 – 2015 Head of Marketing und (e)Sales: Orifarm GmbH  
2006 – 2012 Head of Sales & Marketing Communication:  
Coca-Cola AG  
2004 – 2006 Co-Founder: Nucleus brand experience® GmbH  
1991 – 2003 Senior Marketing Manager: Coca-Cola Company

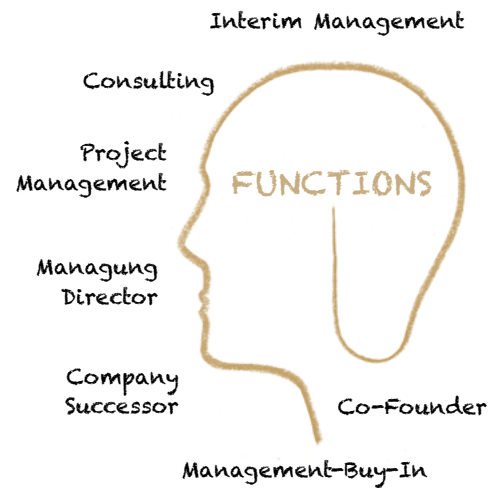


# CUSTOMERS AND PROJECTS AT A GLANCE

## **VONMORGEN Management – Founder**

(2015 – today)

Project and interim management and consulting for the development and renewal of business models – including with a disruptive approach. Out with the silo mentality – and in with an optimal customer experience. Digital or analogue, B2C, B2B or B2B2C. Innovative. Creative. Structured.



## **ACARDO GROUP – Development of the Pharmacies & Pharma business area**

(07/2019 - today)

Couponing business – consulting director for the development of the business area Pharmacies & Pharma in Germany and Austria. Successful transformation process – from a manual to a digital couponing business. Multi-campaign concepts for the OTC industry, pharmaceutical wholesalers, pharmacy cooperations and digital pharma platforms.

## **EDELHELPER – Expansion through franchise**

(01/2019 - 11/2019)

Cycling retail – consultant for the establishment and structure of a new central holding company/ franchise company, competitor analysis, search for investors and shareholders.

## **SONOVA – Reorientation & product launch**

(03/2018 - 12/2018)

Hearing acoustics – Interim Chief Marketing Officer (CMO) for national multichannel campaigns (on/offline), product launches and reorientation in the new and existing customer segment for more than 570 Geers branches.

## **ZEHNDER – European omnichannel marketing**

(04/2017 - 02/2018)

Sanitation, heating and air conditioning – Interim Chief Marketing Officer (CMO) for the planning, controlling and implementation of global and country-specific omnichannel communication projects for new customer acquisition and customer retention in 21 European countries. Support in the development of the digital roadmap.

## **EXCLUSIVE WORLD – Expansion into the DACH region**

(12/2016 - 05/2017)

Business apartments – consultant for the expansion of exclusive apartments in the DACH region. Competitor analysis and recommendations for the expansion strategy.

## **BOEHRINGER INGELHEIM – Automated customer experience**

(05/2016 – 12/2016)

Pharmaceutical manufacturer – consultant for customer marketing and omnichannel management. Development of the customer experience roadmap including rollout for new customer acquisition through an automated customer journey.

## **H2 INDUSTRIES – Growth for energy start-up**

(12/2015 – 12/2017)

Renewable energies – consultant for business plan development, positioning, brand development and capitalisation, among other areas. The engineering start-up makes it possible to use renewable energies in a variety of solutions through energy storage.

## **BLACK POINT – New business area in 3D printing**

(04/2015 – 04/2018)

Manufacturer of printer cartridges and empties dealer – consultant and member of the supervisory board for repositioning as well as the transformation process including the development of the 3D printing division.

## **ORIFARM – Disruptive repositioning**

(08/2012 – 03/2015)

Pharmaceutical trade – Head of Marketing & eSales. Repositioning of the former Pharma Westen GmbH into a brand known to pharmacies and wholesalers, Orifarm GmbH, & the brand message – Orifarm shares with you. Renewal in a professional disruptive process based on the shared economy.

## **DEVELOPMENT COMPANY – Co-founder**

(01/2004 – today)

Construction and housing industry – development of agricultural land into developed plots/building sites including the marketing of residential concepts for single-family houses and/or apartment buildings.

## **NUCLEUS BRAND EXPERIENCE – Co-founder**

(01/2004 – 08/2006)

Communications agency for live-marketing. Clients: BMW (introduction of the BMW 1 Series), Coca-Cola (FIFA WORLD CUP 2006, annual kick-off events), Mercedes-Benz (A-Class roadshow).

## **COCA-COLA – Fresh momentum for the global brand**

(01/1997 – 01/2004, 08/2006 – 06/2012)

Food manufacturer – senior manager: marketing, sales, digital and business development, including responsibility for brands, channels, promotions, sponsoring, events and incentives, communication, (e)platforms.

## EDUCATION/STUDIES:

- 2011 – 2014      **Doctoral studies:** Universität der Künste Berlin  
Field: Media economics  
Topic: The MEKO model for interactive value creation – influencing factors of interactive value creation and their effect on innovation success in the fast-moving consumer goods sector  
• **Degree: Promotion (Dr. phil.)**
- 2005 – 2007      **Executive Master in Business Innovation:** European Business School, International University Schloß Reichartshausen (Cooperation Stanford & Singapur University)  
Topic: The sustainability of reoriented innovation management; using the example of the German Coca-Cola Organisation  
• **Degree: Master of Science (M.Sc.)**
- 1994 – 1995      **Bachelor of Business Administration:** Hogeschool van Utrecht Faculteit Economie en Management, Netherlands  
Topic: The hostile buyout of a corporate group via the stock market: The Thyssen takeover (success: media reports)  
• **Degree: Bachelor of Business Administration (B.A.)**
- 1991 – 1994      **Extra-occupational studies for MBA** at the Verwaltungs- und Wirtschafts-Akademie, Essen  
Topic: Sports sponsorship – an instrument of communication policy presented on the basis of the sports communication of the Coca-Cola Org.  
• **Degree: Diplom-Betriebswirt (VWA)**
- 1991 – 1993      **Training as industrial management assistant** at Coca-Cola GmbH  
• **Educational attainment: Industriekaufmann (IHK, Essen)**

## EDUCATIONAL BACKGROUND:

- 1988 – 1991      Higher vocational school with focus on economy and administration  
• **Degree: Allgemeine Hochschulreife (University admission)**

**FOREIGN LANGUAGE:** English (fluent spoken and written)

**EDP:** Very good knowledge of MS Office/ Dynamics, IOS, SAP, CRM, CMS, PIM, Adobe Campaign, marketing automation (Marketo), Salesforce

**INTERESTS:** Swimming, biking, skiing, architecture and music

Recklinghausen, 2021

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