

Curriculum Vitae



Dr. Stefan Popp

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PERSONAL DATA

Name	Dr. Stefan Popp
Born	1955
Nationality	German
Graduation	Diplom-Ökonom Dr. oec.

PROFESSIONAL CAREER - OVERVIEW

2018 to date 2020	Dr. Popp Sperl & Cie. Several consulting & interim management projects: <ul style="list-style-type: none">• Premium household appliances company: strategy consulting, growth, internationalisation• SME healthcare business: organizational development, change management, management coaching• SME healthcare business: implementation of a reorganization measures program
Nov 2015 – Jan 2018	Managing Director Küppersbusch Hausgeräte GmbH, Gelsenkirchen
Oct 2014 – March 2018	Senior Advisor Artur D. Little GmbH, München
Sep 2014 – Oct 2015	General Manager/CRO (Interim Management) Küppersbusch Hausgeräte GmbH, Gelsenkirchen
Jan 2014 – Aug 2014	CEO (Interim Management) [formula] Müller-Wohlfahrt Health & Fitness AG, Munich
Dec 2013 – April 2015	Managing Director (Interim Management) Vollmar GmbH, Rheinbach Euro 45 million turnover, 180 employees
July 2012 – July 2013	CEO (Interim Management) Caramba Holding GmbH, Künzelsau/Duisburg Euro 170 million turnover, 1,200 employees
Since May 2010	Managing Partner Dr. Popp Sperl & Cie. Unternehmensberatung + Interim Management, München

- Since Dec 2008 **Senior Advisor**
goetzpartners MANAGEMENT CONSULTANTS
GmbH, München
- May 2007 - Sep 2008 **Member of the Management Board**
ALNO AG, Pfullendorf
Euro 600 million turnover, 2,500 employees
- Jan 2005 - April 2010 **Owner-manager**
Dr. Stefan Popp Management Consulting, Pullach
- Jan 2005 - Oct 2006 **CMO, deputy CSO** (Interim Management)
Demag Cranes & Components GmbH, Wetter a.d.R.
Euro 720 million turnover, 5,000 employees
- Jan 2003 - Sep 2005 **Supervisory Board**
Bulthaup GmbH & Co. KG, Aich
Euro 110 million turnover, 1,200 employees
- Aug 2002 - Dec 2004 **Member of the Management Board**
ANDREAS STIHL AG & Co. KG, STIHL AG, Waiblingen
Euro 1,600 million turnover, 7,800 employees
- June 2000 - July 2002 **CEO**
BSH Profilo Elektrikli Gereçler Sanayii A.S., Istanbul/Turkey
Euro 650 million turnover, 3,500 employees
- June 1997 - May 2000 **Director Marketing and Brand Management Siemens**
BSH Bosch und Siemens Hausgeräte GmbH, München
Euro 6,300 million turnover, 36,000 employees
- June 1995 - May 1997 **Member of the Product Division Management and Head of Product Marketing Refrigerators & Freezer Appliances**
BSH Bosch und Siemens Hausgeräte GmbH, München
Euro 6,300 million turnover, 36,000 employees
- Apr 1993 - May 1995 **Head of Industrial Sales/OEM Business**
BSH Bosch und Siemens Hausgeräte GmbH, München
Euro 6,300 million turnover, 36,000 employees
- July 1990 - Mar 1993 **Head of Central Marketing Research & Planning**
BSH Bosch und Siemens Hausgeräte GmbH, München
Euro 6,300 million turnover, 36,000 employees

PROFESSIONAL EXPERIENCE – IN DETAIL

Since May 2010

Dr. Popp Sperl & Cie. Unternehmensberatung + Interim Management, München/Germany
Management Consulting & Interim Management
Managing Partner

Selected major interim management & consulting projects:

Sep 2014 – Jan 2018

General Manager/CRO, Managing Director (as of Nov 2015)

Küppersbusch Hausgeräte GmbH, Gelsenkirchen, development, marketing & sales of premium household appliances

- Restructuring of business activities and turnaround management
- Growth strategy

Jan 2014 – Aug 2014

Chief Executive Officer (Interim Management)
[formula] Müller-Wohlfahrt Health & Fitness AG, Munich, development & sales of pharmaceutical products and dietary supplements

- Restructuring of business activities and partnerships
- Growth strategy

Dec 2013 – April 2015

Managing Director (Interim Management)

Vollmar GmbH, Rheinbach, development, production and sales of candles

- Restructuring and cultural change
- Process optimization supply chain
- Growth strategy

July 2012 – July 2013

Chief Executive Officer (Interim Management)
Caramba Holding GmbH, Künzelsau/Duisburg, Chemical products for professional and private use; R&D, production and distribution, about Euro 170 million turnover, 1,200 employees; a division of Berner SE, Künzelsau, a family-owned direct sales company with about Euro 1 billion turnover

- Integration of several, in few years acquired companies with different product ranges, brands, sales organizations, processes, cultures and international locations
- Creating of synergies out of this group by means of centralization, product exchange, optimization of processes, combining purchase volumes, and other means

- Strong, value-based leadership and change management in order to establish a common corporate culture
- Focusing on operational business, cost reduction and improving operational performance
- Establishing of a new, group related management structure with dedicated process responsibilities, management coaching
- Reorganization of sales structures for Caramba brand in Germany (direct sales, Key Account Management, eCommerce)
- Development and implementation of a comprehensive turnaround and restructuring program with a new strategic orientation for the chemical group

May 2009 – April 2013

Management consulting and interim management
Franchise group, Service business, further education/training

- turnaround/restructuring
- corporate management
- avoidance of bankruptcy and preservation of the company by means of strict cash flow management, cost cutting, negotiation of write-offs, standstill agreements, and payment terms with the main creditors
- growth strategy
- enhancement of customer support and acquisition of new customers
- systematic recording and evaluation of operational performance data
- improvement of profitability
- tighter guidance of the franchise network
- development of the group with new franchisees and cooperation partners

Nov 2008 – Jul 2009

Management consulting and interim management
Medium-sized international company, apparel industry, on-site work in Asia (restructuring, factory shutdown India, growth and value enhancement)

Since Dec 2008

goetzpartners MANAGEMENT CONSULTANTS GmbH, München/Germany

Management Consulting

Senior Advisor

Acquisition and special care of key target clients, project acquisition und project management, several strategy, organization, sales & marketing projects for a renowned consumer company with lifestyle brands

Jan 2005 - April 2010

Dr. Stefan Popp Management Consulting, Puchlach/Germany

Management Consulting, Interim Management
Owner-manager

May 2007 – Sep 2008

ALNO AG, Pfullendorf/Germany

Consumer durables / Kitchen furniture

Joint stock company, majority in private equity ownership, comprehensive restructuring and turnaround program

Euro 600 million turnover, 2,500 employees

Member of the Management Board (until 09.2008)

Reporting to Supervisory Board/majority shareholder

Design, production and sales of kitchen furniture under ALNO brand and private labels Wellmann, Impuls, Pino
Responsible for sales & marketing worldwide, central marketing and product management, management of eight foreign sales subsidiaries, 12 direct reports

Functions and achievements

- Development and successful implementation of a comprehensive 'urgent actions program' with result improvements of more than Euro 20 million p.a., including among others
- Establishment of two, self-dependant profit centers, ALNO and private label business, with integrated entrepreneurial responsibility
- Immediate limitation and qualification of showroom kitchen placements in the dealer network
- Change of existing sales incentive system
- Redirection of sales & marketing strategy towards a qualified, profit-oriented and channel-specific approach with clear job definition for ALNO brand/private labels
- Implementation of relevant targets in sales controlling and incentive systems
- Step-by-step revision and simplification of the complicated, intransparent pricing terms & conditions incl. massif price increases
- Re-positioning of ALNO brand and private labels
- Integrated design of brochures, sales documents etc. according to brand positioning with internationally consistent appearance
- Step-by-step reorganization of foreign business and sales subsidiaries with significant increase of export share
- Development of new markets with new sales partners and via project business

Nov 2006 - May 2007

Dr. Stefan Popp Management Consulting, Pullach
Management Consulting, Interim Management
Owner-manager

Selected projects:

FranklinCovey Leadership Institute, Grünwald/Germany/St. Gallen/Switzerland

International institute for training and consulting
Evaluation and adaptation of a new sales performance training program for the German market

- Sales & marketing consulting
- Set-up of a new business unit sales performance

TEC International Germany GmbH (Vistage Group / USA), Wiesbaden

Worldwide network of owners, CEOs and MDs of medium-sized companies

Market development Germany, regional chairman for the region Munich/Oberbayern

- Sales & marketing consulting
- Set-up of a CEO Membership Organization in Munich
- Management coaching
- Core elements: regional groups of 10-12 members/companies, periodical exchange of experiences among members, guided by the chairman, presentations and problem solving in group discussions, management coaching with all members once a month by the chairman

Consulting and support for a small (start-up) company in the environmental engineering business
(Business strategy, sales & marketing)

Jan 2005 - Oct 2006

Demag Cranes & Components GmbH, Wetter a.d.R./Germany

Machinery and engineering industry / Industrial cranes
Euro 720 million turnover, 5,000 employees

Private equity-owned, in 06.2006 IPO of the holding company Demag Cranes AG

CMO (Chief Marketing Officer), deputy CSO
(Interim Management)

Functions and achievements

- Operational management sales Europe and other regions
- Central sales management & controlling
- Head of corporate marketing
- Member of project steering committee restructuring
- Miscellaneous consulting and project assignments in the comprehensive restructuring program
- Implementation of a benchmark-based lean management concept in the European sales companies
- On time and target headcount reduction by 19%

- Organizational grouping and coordination of foreign sales subsidiaries to sales areas reporting to regional managers
- Set-up of a monthly sales management controlling & reporting system with revolving forecasts
- Definition and implementation of a KPI cockpit sales with monthly benchmarking
- ‚Revitalization‘ of DEMAG brand with a new, integrated appearance in CI, advertising, product brochures, sales documents etc.
- Development and implementation of CD/CI for the newly established holding company Demag Cranes AG
- Representative in Supervisory and Administration Boards of sales companies of the group

Jan 2003 - Sep 2005

Bulthaup GmbH & Co. KG, Aich/Germany

Consumer durables / Kitchen furniture and equipment
Euro 110 million turnover, 1,200 employees

Member of Supervisory Board

Functions and achievements

- Backing and support of the generational change in the management team
- Advice in redirections and adjustments in sales & marketing
- Providing of experience in international distribution and household appliances business to the company

Aug 2002 - Dec 2004

ANDREAS STIHL AG & Co. KG, STIHL AG, Waiblingen/Germany

Machinery industry / Chain saws and outdoor power-tools for professional and private users under STIHL and Viking brand

Family-owned company

Euro 1,600 million turnover, 7,800 employees

Member of the Management Board

35 direct reports, thereof 24 MDs of sales companies worldwide, functional reporting of the sales & marketing responsible management in five foreign production companies

Functions and achievements

- Sales & marketing worldwide
- Direct guidance of 24 sales companies
- Marketing communication, marketing research, product management, central sales planning and logistics, technical service, central group quality management

- Worldwide sales and distribution network with about 35,000 servicing dealers and 100 importers, 29 sales and production companies in more than 160 countries
- Member of supervisory and administration boards in 20 group subsidiaries
- Protection and further development of the selective specialised dealer distribution strategy worldwide
- Restructuring Japan business
- Restructuring Viking business
- Development of new markets (Russia, Eastern Europe, China, India)
- Reorientation of innovation strategy and product development process as well as quality management

June 2000 - July 2002

BSH Profilo Elektrikli Gereçler Sanayii A.S., Istanbul/Turkey

Consumer durables / Household appliances ('White Goods') and Consumer Electronics ('Brown Goods')
 Joint stock company, largest foreign subsidiary of BSH Appliances Group, Joint Venture between BSH and Turkish Profilo group

Production, sales under four brands with own distribution, and after-sales-service in Turkey, export business
 Euro 650 million turnover, 3,500 employees

CEO, Member of the Board of Directors

Reporting to Board of Directors/shareholders

Chief Executive Officer, eight direct reports

Responsible for strategy & general management, sales & brand coordination, central marketing, product management, export business, IT, logistics, after-sales-service

Functions and achievements

- Conflict resolving and establishing of mutual trust between the major shareholders
- Urgent crisis management in the deepest economic crisis in Turkey 2001 with dramatic currency breakdown and market decrease up to 50%
- Massif staff reduction, cost-cutting, price and cash-flow management
- Expansion of export business
- Organizational and legal restructuring of the group, merger of sales companies, consolidation of administration
- Stabilisation of the no. 2 market position in Turkey, successful coping with and resolving of the crisis/market-related loss situation

- Jan 1988 - May 2000** **BSH Bosch und Siemens Hausgeräte GmbH, München/Germany**
 Consumer durables / Household appliances ('White Goods')
 Euro 6,300 million turnover, 36,000 employees
- June 1997 - May 2000 **Director Marketing and Brand Management Siemens**
 Reporting to the General Manager Marketing, 42 employees
- June 1995 - May 1997 **Member of the Product Division Management and Head of Product Marketing Refrigerators & Freezer Appliances**
 Reporting to the General Manager Product Divisions/Engineering, Euro 850 million turnover, 11 direct reports
- Apr 1993 - May 1995 **Head of Industrial Sales/OEM Business**
 Reporting to the General Manager Sales, Euro 100 million turnover, 8 employees
- July 1990 - Mar 1993 **Head of Central Marketing Research & Planning**
 Reporting to the Director Central Marketing, 8 employees
- Jan 1988 - June 1990 **Strategic Planning Officer in Central Marketing**
 Reporting to the Head of Central Marketing Research & Planning

STUDIES AND GRADUATION, MILITARY SERVICE, SCHOOL EDUCATION

Dec 1986 - Dec 1989	Graduation, partly while working Dr. oec. (grade: very good)
Jan 1983 - Oct 1987	Lecturer for Sales & Marketing at the Berufsakademie / Staatliche Studienakademie, Stuttgart, Ausbildungsbereich Wirtschaft (university of cooperative education, economics educational field)
Dec 1981 – Nov 1986	Research Associate and graduation at the Institute for Business Administration at the University of Stuttgart-Hohenheim, Chair for Bank Management, Prof. Dr. J. H. von Stein, as well as the Foundation for Bank Management at the University of Stuttgart-Hohenheim
Oct 1975 - Oct 1981	Degree in Economics at the University of Stuttgart-Hohenheim Degree: Diplom-Ökonom (grade: very good)
July 1974 - Sep 1975	Military Service with the German Air Force
May 1974	Abitur (university-entrance diploma)

LANGUAGES

German	Native language
English	Fluent in the business environment
French	Extended knowledge
Turkish	Basic knowledge

INTERNATIONAL MANAGEMENT EXPERIENCE

Turkey (> 2 Jahre)	CEO and Member of the Board of Directors, German-Turkish JV, joint stock company
Worldwide (ongoing since 1988)	Sales & marketing, member of supervisory and administration boards, project management (industrial cooperation, M&A, brand management, product management etc.)
Indien, Sri Lanka (2008/2009)	Projects and interim management (consulting, interim regional manager, restructuring, factory relocation etc.)

AWARDS AND MEMBERSHIPS

- 2017 **German Brand Award** in Gold for Küppersbusch Hausgeräte GmbH
- Since 2016 **BVMW Bundesverband mittelständische Wirtschaft e.V.**, Member of Wirtschaftssenat NRW
- 2016 – 2018 **Senior Advisor**, Arthur D. Little GmbH
- 2014 **AIMP** Arbeitskreis Interim Management Provider: nominated as Interim Manager of the year
- Since 2013 **Member of DDIM** Dachgesellschaft Deutsches Interim Management e.V.
- Since 2008 **Senior Advisor**, Goetzpartners MANAGEMENT CONSULTANTS GmbH
- 2003 – 2005 **Bulthaup GmbH & Co. KG**, Member of Supervisory Board
- 2000 - 2008 **Member of supervisory and management boards** of numerous international subsidiaries of BSH Bosch und Siemens Hausgeräte GmbH, STIHL AG, Demag Cranes & Components GmbH, ALNO AG