

Curriculum Vita

Elmar Rainer Gorich

Dipl.-Betriebswirt / B.B.A. / MBA

**Expert for international Sales, Marketing & Business Development
Certified INSIGHTS MDI® - Coach.**

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born: March 25th '54



Summary:

Sales/Business Development Executive (SM, VP S&M, GM, Board of Directors, Chairman of the Board, CEO) with over 28 years extensive global expertise and record of success in building, growing, developing and leading (Sales-) organizations of all sizes, in fast growing companies.

Market Knowledge:

Industries & Market Awareness: IT-Solutions (ERP, CRM, SCM, Middleware Software as Client Server and Cloud Platform), AutoID/ADC (BC, RFID), **Logistic** (Contract Logistics and Warehouse), **Library** (RFID technology and components), **Manufacturing** (Consumer Goods, Engineering), **Retail** (DC, SCM, Shop Management), Fashion (RFID supported Shop Management), **Industrial Laundry** (Process Optimization with RFID: HF/UHF), **Healthcare** (Pharmaceutical, Medical Equipment) and **Advisory / Consulting** (Alliances, Restructuring, M&A, Outsourcing Concepts, Interim Management, Executive Search, HR Services like REISS-Profile, 360 degree feedback, INSIGHTS Analysis, Assessments and Coaching).

Key Skills:

Business Development
Communications
C – Level Experience

Driving business transformation and growth
Strategic & Consultative Selling, internationally
Sales- and General Management

Team Leadership
M&A Management
B2B Marketing

Languages:

German: Fluent (Mother Language) English: Fluent (verbal & writing) French: Basic Spanish: Starter

Professional Experience

2011 – present

EGO – Advisory & Management Services, (www.EGO-Consulting.de)

EGO - Consulting is an independent provider of advisory and management services, which assists companies providing software and service solutions throughout their product development, either on strategic matters (market positioning, identification of new opportunities, business partnerships, outbound-communications, priority setting and planning) and/or on operational consideration.

Position: **Managing Partner**

Major Accomplishments and Projects

- Business Development & Market Introduction Concept: **Asseco Germany GmbH, Karlsruhe** for new ERP Solution with new sales channel methodology via the Internet. Market Analysis including Competitors. Sales- & Marketing Strategy. Identification of pilots in dedicated market segments.
- Sales Director (IM), ww: **advanced PANMOBIL Systems GmbH & Co.KG, Cologne**. Development of intern. partner structure. Acquisition of Key Accounts, Investors Search and strategic Alliances.
- Business Development & Distribution: **SATO Germany GmbH, Heidelberg**. New Key Account profiling and development in T&L and Automotive segment. Managing largest pan-european Distributor (Bluestar / + 46% growth). Development of partner channel in Central Europe.
- Business Development: **Smartrac Technology Germany GmbH, Reichshof**. Market Analysis for Industrial Laundry Business in EMEA and ww, with concept development “Positioning as solution provider in RFID industry” including Sales Strategy and go to market activities.
- Business Development: **IT on demand GmbH, Basel/CH**. Positioning as Full Service Provider with IT Services (Cloud Computing) for midsize companies in EMEA, including Portfolio- and Sales Strategy.
- Business Development: **TAXXOS GmbH, Braunschweig** - innovative Healthcare Products with a strong therapeutic approach. Sales- & Marketing Strategy and search for strategic investors.
- Key Note Speaker / Trainer / Coach: **Deutsche Telekom / T-Systems**. Sales- and Leadership-Trainings, Key Notes and personal Coaching in various segments. Main topics: Cloud Computing, M2M, mobile Computing and IP-Applications.

2009 – 2011

TAGSYS RFID S.A., La Ciotat/Marseille. (www.tagsysrfid.com)

Tagsys is a world leading provider for RFID item level tracking infrastructure for design, manufacture and integrate HF and UHF tags, readers and software for a variety of industries and applications, such as Manufacturing, Logistic, Airlines, Fashion, Industrial Laundries, Libraries and Healthcare..

Revenues: 26,5 Mio Euro ww, Employees: 96

Position: **VP Sales & Marketing (IM)**

Major Accomplishments

- EMEA & ASPAC: Expansion of partner base: VAR, System Integrators and Software Houses, Management of Key-Accounts, Development and Sales of complete RFID Concepts including Services and individual SLAs for international and leading customers, such as Pfizer, Qantas, Rolex, 3M, Serge Blanco, Facionable, Lewis, Delarue, Larose, Elis, cws/boco, etc.

Qualified project volume in 8 months with new accounts in new territories:
> 6.5. Mio Euro. Margin and Profit over Budget.

- **Germany & Eastern Region:** Recruitment of Sales Force, Expansion (Business Development) of Key-Partners and Master VAR in RFID- and AutoID Market. Project Funnel with new accounts and involvement of new partners: > 2.5 Mio Euro in 8 months.
- **ASPAC:** Development of Asian market, with focus on Australia, China, Japan and India. Establishment of JV (Joint Venture) in China (BangPu & Seaver) with Revenues > 3 Mio Euro in 2010.
Business Development in Australia – Supervision and Completion of Qantas project, with a highly innovative RFID application for Frequent Flyers.
Revenues 2010: 500 KUSD.
- **USA:** Development of Key Accounts (+43% Rev und + 8% Margin) in Laundry, Fashion and Library segments.
- Development and Execution of PDP ww (Partner Development Program ww) – Training and Certification Program for 26 new and 35 existing partners.
- Market Introduction of TMS ww (Total Management Solution) – Subscription model for “mission critical” applications in various segments with key partners in EMEA.

2002 – present

Artkommt AG, Dortmund (associated partner of **Winner's Edge GmbH**).
Business: Consulting Company for international Sales & Marketing Concepts.
Service Provider for Sales-Outsourcing ("rent a power sales force"), Sales-Services (BPM/Business Development), HR Services (Coaching, INSIGHTS Analysis, Reiss Profile, Assessments, Executive Search) and Interim Management.
85 Consultants/Experts and 12 Associates

Position: **Head of Sales & Marketing / CEO**
Senior Consultant / Interim Manager for dedicated Accounts

Major Accomplishments

- Expand and develop business unit Sales Services (Outsourcing Concepts) for clients in IT-, ITC- and ADC Industry, as well as other Investment-Industries.
- Support and Development of international partner-network and executing the Sales- and Marketing Strategy in Europe, with full responsibility for P & L.
- Revenue increase: + 13% p.a. average (mainly IT- and Healthcare market)
- Main Customers: T-Systems, EnBW, SIEMENS, SAGE Software, GROHE, OTTO, SANVARTIS, FIDUCIA IT AG, Vendus Group, Rheinkraft, AST Ltd., etc.

2000 - 2002

SEVEN International AG, Grevenmacher/Luxembourg.
Business: IT-System-Integrator for ERP, SCM, CRM and Auto-ID Solutions,
Mainly in J.D.Edwards, SAP R/3, BAAN and Navision environment.
(THIEL-LOGISTIK AG (until 4/01), Grevenmacher/Luxembourg),
Group-Rev.: '02 estim: 1.6 Bill. € with 9.523 employees.
Revenues Seven International AG: 11,5 Mio. € / 130 employees.

Position: **COO - Sales & Marketing** and **Member of the Board** (Verwaltungsrat) of
SEVEN International AG, Grevenmacher, Luxembourg.
General Manager SEVEN Technology GmbH & Transflow GmbH.

Major Accomplishments

- Focused on “Big Deals” (SAP, J.D.Edwards and ORACLE customer base) and developing new countries together with strategic alliance partners all over Europe.

- Manage Merge with 4 System Integrators for THIEL Logistic in TRANSFLOW GmbH, Cologne.
- Expanding Seven / Transflow GmbH business into SAP Market with auto-id solutions and middleware – achieved sales in 2002 of 11,5 Mio. Euro.

1992 - 2000

INTERMEC Technologies GmbH, Düsseldorf/Germany.

Business: Manufacturer of Auto-ID products, scanners, printer, mobile computing and RF 2,4GHz solutions as well as middleware for SAP-Integration concepts. (Intermec Corp., Everett, Washington).

LITTON Industries (until 1994)

Western Atlas Corp. (until 1995)

Unova Corp. (up from 1996)

Revenues ww: 980,0 Mio. \$ in '99 with 6.200 employees

Revenues D-A-CH (Germany, Austria, Switzerland): 39,6 Mio. Euro / 96 empl..

Position: **General Manager Central & Eastern Region**, (Germany, Austria, Switzerland and all East-European Countries incl. Russia).

COO (Board of Directors Verwaltungsrat/Vorstand)

INTERMEC Swiss AG, Zürich

Major Accomplishments

- Ranked number one in sales development from 5,4 Mio Euro ('92) to 39,6 Mio. Euro revenue (after merge in '99) with average growth of 18% p.a.
- Sales Teams achieved > 100% every year with profit (EBIT) over budget.
- M&A Integration of 3 companies in '97 with revenue achievements from 29,1 Mio. Euro to 39,6 Mio. Euro in 3 years.

1985 - 1992

WANG Deutschland GmbH, Frankfurt.

Business: Mainframes and Office Automation Computers, ERP Software for Manufacturers, Trading and Service Businesses and Telecommunication.

(WANG Corp. Boston).

Sales Branch West, Ratingen

Group-Rev. 1989: 2,9 Bill. \$ / Employees: ca. 30.000.

Position: **Branch- and Business Unit Manager, District West**

Sales Manager Germany (Industrial Solutions)

Account Manager

Major Accomplishments

- Achieved first full ERP sales to major manufacturer (> 2,5 Mio Euro) in EMEA.
- Ended 5 years quota each year between 100% – 113%.
- Managing successfully a team of 14 SR, 15 SE, 4 Admin and 1 VAR-Manager with revenue achievement of 19,3 Mio Euro.
- Member of “WANG Manufacturing Board”, Bruxelles/Belgium and responsible for all major manufacturing accounts, such as FORD, THYSSEN/KRUPP, J&J O & K, Gildemeister AG, GRANINI, John Deere, BAYER, BASF and others.

1983 - 1985

EXXON OFFICE SYSTEMS GmbH, Hamburg.

Business: Office Automation Computers and Telecommunication.

(EXXON Corp., New York),

Revenue EOS 1983: 250 Mio. \$ worldwide.

Employees EOS-Germany in 1983: 130.

Sales Rep. with Large Account Responsibility

Major Accomplishments

- Evaluation and Market development for Single- and Multiuser Office Automation Products.
- Signing largest deal with LMG AG and one of the largest Market Research Companies in Germany – first integrated (SIEMENS) System for EOS in Europe.
- Development of Seminar- and Marketing activities for “Office Automation Potentials) in order to support Branch Manager.

1973 - 1982

Friedrich Grohe GmbH & Co / ITT, in Menden/Hemer.

Business: Sanitary-Equipment and Accessories.

(ITT Corp., New York)

Rev. > 500 Mio. Euro, worldwide, 4.100 employees.

Major Highlights

- 2 yrs Assistant Accountant in bookkeeping-department (Accounts Receivable).
- 4 yrs Sales Manager for german spoken markets (Admin./Inhouse).
- 2 yrs. Assistant for RD&E Manager (Budget Coordinator / Cost Controlling and Case-Planning for internal ITT-Reporting).
- Development of Case Cost Analysis Tools for ITT-Europe and General Management in RD&E and Marketing in HQ Germany.
- Assistant Product Marketing Manager for one of the main product lines.

1970 - 1973

THEKLA - Theodor Klusendick KG, Menden

Business: Manufacturer of cooking equipment and kitchen products.

- Junior Clerk – Practical Course for examination as “Industrie-Kaufmann”.
- Accountant (Accounts Receivable).

Education

2002 - 2006

University Oradea, Bihor (Rom.) - vocational accompanied.

Master of Business Administration (MBA)

Main studies: Business Administration, East-West Marketing and Psychology

Master-Plan: Change Processes at mergers with synergy-effects and their psycho-social influence on interdisciplinary team-structures, shown at the auto-id-market in europe.

1984 - 1986

Newport University, Utrecht/Holland - vocational accompanied.

Bachelor of Business Administration (BBA)

Main studies: Industrial Marketing, Human Resources Management, Managerial Psychology.

1981 - 1983

Verwaltungs- und Wirtschaftsakademie, Dortmund - vocational accompanied.

Dipl.-Betriebswirt (VWA)

Main study: Marketing

1977 - 1981

Fernuniversität Hagen - vocational accompanied.

Evening University - Economic Science

Main Studies: Law, Marketing, Psychology.

Key Note Speaker / Guest Lecturer

Guest Lecturer – FH University of Applied Science, South Westfalia, Meschede, Germany.
Entrepreneurship Education

Key Note: Cyberforum e.V., Karlsruhe.

Key Note: Deutsche Telekom GmbH.

EGO/2015