

Gerhard Mayr

Master of Communication Engineering
Vintage 1968

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I'm a **dedicated leader with many success stories** in developing and re-building multi-million businesses within medium-sized companies as well as large corporations.

I describe myself as a

- **strategic adviser** with disciplined approach to execution,
- **sensitive coach** who designs solutions with the team,
- **flexible interim manager** who gets things done.

In a nutshell

Positions: CEO, CSO/CMO, program- and project-management, head of product management, marketing and/or business development

Tasks/Focus: sales excellence programs, digital transformation, growth and optimization, strategic re-alignment, internationalization, product- and project-management

Industries: Technology – automotive, capital goods, industrial control, consumer electronic, software, Apps, telco and IT, renewable energies, defense & aerospace, B2B and B2C

Company Types: large corporations, small and medium-sized enterprises, start-ups and companies with a start-up mentality

Languages: german and english (fluent), japanese (basic)

Global Experience: Europe, North America, Africa, Middle East, Asia, South America

Others: Prince2®, IPMA, agile development, agile (project-)management

Interim Manager (since 04/2016)

since 11/19	E.ON – Head of PMO B2B Solar (PV-systems) (Munich/D) <ul style="list-style-type: none"> •
04/19 – 10/19	E.ON – Head of Sales B2C Solar (PV-systems) (Munich/D) An international energy company focused on renewable energy, energy networks and customer solutions. Employees: more than 40.000 world-wide <u>Responsibilities & Achievements</u> <ul style="list-style-type: none"> • Responsibility for german field sales team (ca. 60 people) • Implementation of a sales excellence program • Investing in growth geographies → extraordinary revenue increase
11/18 – 04/19	E.ON – Strategic Business Development (Munich/D) An international energy company focused on renewable energy, energy networks and customer solutions. Employees: more than 40.000 world-wide <u>Responsibilities & Achievements</u> <ul style="list-style-type: none"> • Recommendation for M&A actions, identification and addressing of suitable targets • Regular Management reviews of the buyer's universe • Development of integration- and business-models
09/18 – 04/19	E.ON - Manager Sales Operations PV-systems (Munich/D) <u>Responsibilities & Achievements</u> <ul style="list-style-type: none"> • Identification and acquisition of new EPC partners • Preparation of necessary contracts, process specifications, control and forecast tools
04/18 – 04/19	E.ON – Head of Partner Sales PV-systems (Munich/D) <u>Responsibilities & Achievements</u> <ul style="list-style-type: none"> • Re-building the partner landscape and enabling for solution sales, increase of turnover • Migrating from component sales to solution sales • Development and implementation of processes to increase sales excellence • Identify synergies and implement selected improvements
03/17 – 03/18	RUAG - International project management (Bern/CH, Hamburg/D) An international company based in Switzerland, which develops innovations and internationally sought-for high technology in the fields of aerospace, security and defense technology. Employees: more than 8.700 worldwide <u>Responsibilities & Achievements</u> <ul style="list-style-type: none"> • Overall responsibility for the ramp-up of serial production of a new system • Increase of the project result by 10% and acceleration by 6 months

01/17 – 03/17	RUAG - International Project- and Bid Management (Bern/CH, Hamburg/D) <u>Responsibilities & Achievements</u> <ul style="list-style-type: none">• Optimize the interface between sales, bid and project management• Management of bids and implementation of best practice methods
07/16 – 12/16	RUAG - Post-Merger Integration and Internationalization (Bern/CH, Toulouse/F) <u>Responsibilities & Achievements</u> <ul style="list-style-type: none">• Post-merger integration of a french company with focus on technology development• Established an international project organization across France, Switzerland, Germany and Abu Dhabi• Introduction of international project management methods according to IPMA
10/16 – 07/17	Co-founder of the „Leader Lounge“. A platform for the exchange of business leaders and entrepreneurs (Munich/Germany) <ul style="list-style-type: none">• „Sales 4.0“: https://www.youtube.com/watch?v=dBFOIKkfQpE
04/16 – 06/17	Advisory & Business Development for a Munich based startup company in a growth scenario in the area of media & technology (Munich/Germany)

Career (1988 – 2016)

09/12 – 01/16 **d&b audiotechnik** (Backnang / in the near of Stuttgart)
 A manufacturer of loudspeaker systems for high quality speech and music reproduction. d&b is majority owned by financial investors. Employees: more than 340 world-wide

Managing Partner

- Management of the global sales, services, application support and marketing team with ~90 employees. (Marketing management ad Interim for 14 months, R&D management ad Interim for 6 months)
- Co-Managing Director of almost all international daughter companies

Selective Accomplishments

- Digitization in Sales as well as implementation of sales excellence
 - Definition of market segments and their potentials
 - Implementation of a growth strategy taking under consideration of market segments and regions
 - Accelerated growth in new countries, selected establishment of offices
 - Improvement of the Go-To-Market model in a multi-layered distribution landscape
 - Implementation of the necessary organizational changes while simultaneously achieving the financial targets - growth in sales in the ambitious 2-digit percentage range in the 2nd and 3rd year
 - Introduction of a KPI landscape and worldwide implementation of a CRM system
 - Significant reduction of the product development time by implementation of a suitable outsourcing strategy
 - Established a powerful leadership team in sales and marketing
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09/07 – 09/12 **Garmin and Navigon** (Hamburg and Wuerzburg)
 Navigon was a software provider for automotive OEM's and smartphones as well as a manufacturer of navigation devices for the consumer market. The majority was owned by financial investors.
 Navigon got acquired by Garmin in July 2011. Garmin is the leading provider for navigation solutions and is a public traded company.
 Employees: Garmin, more than 9200 world-wide / Navigon, more than 400 world-wide

07/11 – 09/12 **Garmin - Vice President World-Wide Mobile Business**

- Led the Garmin global business unit for apps and smartphone accessories (P&L responsibility)
- Executive member of the german managing board
- Management of sales, marketing and R&D with approx. 65 employees

Selective Accomplishments

- Key stakeholder in the pre- and post-merger process
- Drove the united world-wide Garmin and Navigon mobile strategy and increased turnover levels
- Increased the gross profit by implementing e-commerce in Garmin products, further expansion of social media marketing and push/pull strategies
- Continued to deliver profitable innovations to the market

09/08 - 09/11

Navigon - Vice President World-Wide Mobile Business & New Markets

- Business unit management for smartphone navigation with direct report to the CEO (P&L responsibility)
- Led the B2C business for portable navigation devices in markets outside Europe
- Key member in the M&A process

Selective Accomplishments

- Delivered the first professional navigation system to the iOS AppStore
- Established a new business unit in the company focused on smartphone navigation (re-structured, re-focused & re-built the organization)
- Increased the gross profit by implementing an e-commerce platform using social media marketing and push/pull strategies
- Overachieved the revenue & profit goals for 3 years in a row
- Secured propelling partnership with leading European carriers
- Continuously drove the team to deliver innovations first to the market

09/07 – 09/08

Navigon - Vice President World-Wide OEM Business

- Managed the world-wide OEM software business unit reporting into the CEO
- Key contact person for automotive OEM's and consumer electronic OEM's

Selective Accomplishments

- Secured new customers and overachieved the defined budget goals by more than 25%
- Identified new business areas and mitigated business risks

04/95 – 08/07

Motorola and Force Computers (Neubiberg near Munich)

Force Computers was a global operating company specialized in high-end computer systems for telecommunication and industrial control. Acquired by Solectron in 1996, Force was integrated in their Technology Solutions Business Unit. Solectron was the global leader in electronic outsourcing manufacturing with revenues exceeding \$10b. Motorola Industrial Electronic Solutions acquired this business unit from Solectron in 2004
 Employees: Force Computers: 600; Solectron: 50.000; Motorola: 95.000

07/05 – 08/07

Motorola – Director Sales EMEA

- Full responsibility for the distribution business in EMEA with a business volume of more than US\$ 50 Mio

Selective Accomplishments

- Optimized the distribution landscape and implementation of a VAR network
- Increased the Service Business by 80%

02/02 - 07/05

Motorola und Force Computers - Director Sales Asia Pacific & Japan

- Complete business responsibility for Asia-Pacific and Japan with a business volume beyond US\$ 150 Mio; Managing Director of the office in Japan
- Management of the team with approx. 75 employees
- Member of the Force Computers and Motorola Executive Management Team

Selective Accomplishments

- Management of the Post-Merger-integration between Force and Motorola for Asia-Pacific and Japan without turnover impact
- Supported the establishment of an R&D office in India with 250 employees
- Tripled the design win rate in the area
- Re-aligned the go-to-market model and improved profitability
- Established a powerful sales infrastructure in China and opened representative offices in key APAC markets such as China, Korea and Hong Kong.

02/00 – 02/02

Force Computers – Corporate Director World-Wide Business Development

- World-wide team leader reporting to the General Manager of the business unit
- Engaged in several M&A activities

Selective Accomplishments

- Built-up executive management relationships to key partners
- Identified new market opportunities and executed design wins
- Defined and implemented a working go-to-market model which included the benefits of Solectron's manufacturing capabilities

05/97 – 02/00

Force Computers – Director Product Management (temporary in the US-HQ)

- Led the world-wide product management department with P&L responsibility
- Defined global marketing strategies for several product lines
- Built up tight relationships with key customers and partners and influenced the product roadmap

04/95 – 05/97

Force Computers – Product Line Manager

- Successful introduction of a new product portfolio in the market and secured a 30% market share within the first 12 months

01/93 – 03/95

CPA (Landsham near Munich)

CPA was specialized in the market for water supply systems, purification plants and process control systems.

Employees: 200

Area Sales Manager & Managing Director

- Head of Sales for Central Europe
- Secured prestigious projects and increased the revenues for Distributed Control Systems by 50%

03/91 – 12/92 **Brainstorm** (Eching near Munich)
Brainstorm Automation Software created quickly and cost efficient, custom specific software solutions for the industrial automation market. Employees: 3

Managing Partner and Head of Sales and Operations

- Built-Up a strong pipeline and delivered industry innovations to the market

09/88 - 02/91 **B&R Automation** (Isaming near Munich and Eggelsberg near Salzburg)
B&R is a world-wide acting company providing state-of-the-art solutions for industrial automation systems.
Employees: 300 (fast growing)

Application Engineer in the Munich office

- Software development for customers in the industrial automation area
- Project Management of large projects i.e. BMW's power plant control system

Software Engineer in the Austrian Headquarter

- Development of the first industrial capable TCP/IP protocol stack for a real-time operating system

Eduaction:

- Study of business economics
2 semesters (1994 – 1995), University of Hagen
- Master of applies sciencies for communication engineering (with distinction)
5 years (1983 – 1988), Hoehere Technische Bundeslehranstalt Braunau, Austria

Trainings / skills (selected overview):

- Prince2 Foundation certification (2017)
- Pre-and Post-Merger activities
- Development of talent and leadership
- Shorten sales cycles & improve win-ratio
- Optimizing profits through pricing
- MS Office, Windows, Mac OSX
- Fluent in written and spoken English and German