

## CURRICULUM VITAE

**NATIONALITY** German & Spanish

**BIRTHDATE** 9<sup>th</sup> Dec 1965

**ABOUT ME** High alertness and energy levels  
A preference for complex issues  
Have humour



## INDUSTRY EXPERIENCE

### BRANCH

Industry	Construction & Chemical
Emerging Technologies	Robotics, Drones, 3D Printing
FMCG	Spirits, Soft Drinks, Fresh Food
Durable Consumer Goods	Kitchen Furniture, Houseware

### YEARS

### COUNTRY

3	EMEA
5	D, E, IL
7	E, UK, N, USA
12	D, E, NL

## PROFESSIONAL ACHIEVEMENTS

### STRATEGIC DEVELOPMENT OF NEW MARKETS

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	ALIAxis	→	Carve-Out & Integration of Wefatherm 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

## I EXCEL AT

Creativity, Networking, Drive, Thinking outside the Box  
Building senior level client relationships  
Getting people to cooperate with another  
Performing in unstructured environments

## RELEVANCE

- Leading People
- Business development
- Transformation processes
- Developing markets from scratch

## WORK EXPERIENCE

### INTERIM MANAGER

Since Jan 2013

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

#### INDUSTRIAL

Construction  
Machinery

H&C Water Piping  
3D Metal Printing

Aliaxis | Wefatherm GmbH  
SLM Solutions | Rolf Lenk GmbH

Automotive

Robotics

Hoerbiger Automotive GmbH

#### EMERGING TECHNOLOGIES

Med-Tech  
Aerospace

3D printed prosthetic  
UAV (Drones)

Mecuris GmbH  
Ascending Technologies | Intel

#### FOOD

Fresh Food  
FMCG

Blueberries into Retail  
Launch Tonic Water

Rolf H Dittmeyer GmbH  
The Coca-Cola Company



Sep 2020 – April 2021  
Mannheim | Eisenberg  
[sanit.com](http://sanit.com)

#### ALIAxis

*Analysis, Valuation of the Aliaxis After-Sales Business, followed by the Carve-Out of its Spare Parts Business and successful integration into Sanit Eisenberg GmbH. With the Carve-Out and Integration completed, SANIT was successfully divested in May. It was acquired by the Spanish ROCA Group.*

Dec 2019 – Aug 2020  
Hannover  
[aliaxis.com](http://aliaxis.com)

*Carve-Out & Integration of Wefatherm Business (~20 Mio€ TO) from an Aliaxis company in Netherlands (Akatherm BV in Panningen) to an Aliaxis company in Germany (Marley Deutschland GmbH in Wunstorf). GoLive 1<sup>st</sup> Sep. International recruitment of new Agents in key export markets. Business Development East Africa, Israel and UK.*



Dec 2018 – Sep 2019  
Hamburg  
[rolf-lenk.de](http://rolf-lenk.de)

## ROLF LENK WERKZEUGBAU GMBH

*Sales & Marketing Strategy for 3D Metal printed products*  
Designed Social Media strategy, incl. Linked-In Profile for CEO (2.500 followers)  
Bugatti Video. Customer acquisition via Fair and Social Media.



## MECURIS

Dec 2018 – May 2019  
Munich  
[mecuris.com](http://mecuris.com)

## MECURIS GMBH

*Go-To-Market Strategy Germany of 3D-printed prostheses*  
Built best-practise case Spain for market-entry FirStep (kids) & NexStep (adults).



Dec 2015 – Apr 2018  
Schongau, Bavaria  
[hoerbiger.com](http://hoerbiger.com)

## HOERBIGER AUTOMOTIV GMBH

*Interim Key Account & Sales Manager, Mobile Loading*  
Developed, implemented business “plan 365” for xetto®, a robot from HOERBIGER Hydraulic’s division. Leading the successful roll-out, I built a German distributor network of 30 professional retailers.



Jan 2014 – Nov 2015  
Barcelona / Munich  
[asctec.com](http://asctec.com)

## ASCENDING TECHNOLOGIES, now a part of INTEL

*International Sales, UAV Pilot-Instructor*  
Development of the Spanish market for UAV AscTec Falcon 8®. Sales Support and Training of AscTec’s customers in Norway, Germany, Italy and Spain. Partnership with Spanish state enterprise AESA.



Jun 2013 – Nov 2013  
Munich – Warngau  
[cosentino.com](http://cosentino.com)

## COSENTINO

*General Manager, Cosentino Center München*  
Managed the Southern Germany warehouse and team on an interim basis. Prepared market-launch Germany of Dekton design surface for kitchen and home.



Jan 2014 – May 2014  
Jan 2013 – May 2013  
Barcelona / Munich  
[dittmeyer.de](http://dittmeyer.de)

## DITTMAYER’S FRUCHT-PLANTAGEN

*Go-To-Market Spain, Retail Launch Fresh Blueberries*  
Acquired new customers in the Food Retail sector (ALDI, L’Esclat, Casa Amatller) and in Wholesale (CMR, Fruiver). Developed a new fresh food concept.

## EMPLOYED

### LEIFHEIT

AKTIENGESELLSCHAFT  
Sep 2010 – Aug 2012  
Madrid  
[leifheit.com](http://leifheit.com)

#### LEIFHEIT

*General Manager of Spanish subsidiary.*

I was able to stop negative revenue trend 2007-2010 (-50%) and outperform recessionary market with slight revenue growth 2011 vs 2010 (3,9 Mio€). I achieved this by implementing "Leifheit GO!", a new multi-channel strategy focusing on the 3 core brands and categories kitchen, cleaning, dying and scales.

### ALNO®

Sep 2008 – Aug 2010  
Madrid  
[alno.com](http://alno.com)

#### ALNO

*General Manager Spain & Portugal.*

In cooperation with German headquarters, I defined and executed a new strategy in Spain, focusing on Key Accounts El Corte Inglés (ECI) and The Singular Kitchen (TSK), thus compensating for the decline in kitchen studios and project business, and achieving overall revenue growth of +11% over a two year period during recession (6,4 -> 7,1 Mio€).

### brabantia

Jul 2000 – Aug 2008  
Barcelona  
[brabantia.com](http://brabantia.com)

#### BRABANTIA

*Sales Director & County Manager Spain, Key Account Manager*

I successfully started up the Brabantia subsidiary in 2011, built the sales team in Spain and put in place the Brabantia procedures. I increased net turnover to 4.9 mill€ in 8 years by positioning Brabantia as an emotional, premium brand, focusing on partnership with the trade & optimum presentation at point of sale.

### The Coca-Cola Company

1997 – Dec 1999  
Madrid  
[coca-cola.es](http://coca-cola.es)

#### THE COCA-COLA COMPANY

*Assistant Brand Manager, responsible for: Fruitopia, Nestea, Minute Maid, Nordic Mist.*

RE-Launch Fruitopia, New Product Launch Nordic Mist. My major contribution was the successful launch of NORDIC MIST Tonic Water, building on my on-trade retail experience acquired at Diageo.

### DIAGEO

London (9/95–9/97)  
Oslo (1/95–8/95)  
Hamburg (9/93–12/94)  
[diageo.com](http://diageo.com)

#### DIAGEO

*Johnnie Walker, Gordon's Gin, Tanqueray Gin, Dewar's, etc.*

*Sales Manager UK Diplomatic Sales*

*Trade Marketing Manager domestic market Norway*

*International Trainee Marketing and Sales, Europe Duty Free*

## EDUCATION

### UNIVERSITIES



Boston, USA  
2004

#### HARVARD BUSINESS SCHOOL

Program for Management Development,  
Company-sponsored by Brabantia



Karlsruher Institut für Technologie  
Karlsruhe, Deutschland  
1986 – 1992

#### KARLSRUHE INSTITUTE OF TECHNOLOGY (KIT)

Diplom-Wirtschaftsingenieur (Economic Engineer, Computer  
Science/OR)  
Diplomarbeit Culture & Management, 1<sup>st</sup> Prize SEW  
Eurodrive Stiftung

### PROFESSIONAL APPRENTICESHIP



Barcelona, Spain  
1984 – 1986

#### BASF ESPANOLA S.A

Industrial Apprenticeship  
In German: Berufsausbildung zum Industriekaufmann

### LANGUAGES

Perfectly fluent in



German



English



Spanish

### SOCIAL MEDIA



21.500 Followers



1.461 Followers

## WEB



[robotics-institute.com](https://robotics-institute.com)



[noguer-interim.com](https://noguer-interim.com)

## HOBBIES

Family, Photography, Reading, Sports

## NON-PROFIT



founded: Dec 2017

Promoting STEM-Education in talented high-school students.

I founded Robotics Institute, the initiator and organizer of Germany's first, and at this date, only International Robotics- Camp for high-school girls, bringing together at Hamburg University of Technology (TUHH) STEM-interested girls from around the world.

Hamburg, June 2021