



ROBERT SCHIRRA

Interim Executive.
Consultant.
Intercultural coach with a focus on Asia



I deliver solutions from the practice for the practice: NO-ROCKET-SCIENCE *

My name is Robert SCHIRRA. As **Interim Executive** and **Consultant**, I support small and medium-sized companies and global corporations in the entire **Automotive Industry** and related sectors. My mandates deal with **Sales, Project Management** and **Product Management** - from strategy to operational implementation. As interim manager, I take on the role of CSO or division manager, as well as expert and crisis manager. I take on management of demanding **special projects** in these functional areas.

Based on my many years of business experience in **Asia and China**, I also support you as an **Intercultural Coach** to promote trouble-free cooperation with Asian organizations, partners and customers.

My Fields of Activity

| Sales | Project Management | Product Management | Intercultural Coaching with focus on Asia |
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| <ul style="list-style-type: none"> Strategy: Sales, Customers, Markets Professionalization of organization & processes Business Development & Acquisition Customer relations (CRM) | <ul style="list-style-type: none"> Projects: planning, controlling & reviewing Professionalization of organization & processes Projekt-Controlling & Reporting Change Management | <ul style="list-style-type: none"> Product strategy: definition & implementation Portfolio: analysis, development & streamlining Ensuring sales growth & profitability targets Drive standardization & technology roadmap | <ul style="list-style-type: none"> Introductory workshops Advice & support in operational cooperation with China / Asia Coaching during negotiations, cooperations & customer visits |

Leading of demanding special projects & special tasks
in the above-mentioned functional areas

Robert Schirra

An der dicken Eiche 4 | D-67707 Schopp
+49 160 9552 4815 | robert@schirra-interim.de | www.schirra-interim.de

My Range of Services

| ROLES | INDUSTRY SECTORS | COMPANIES | REGIONS |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Executive / Interim Management</p> <ul style="list-style-type: none"> Management positions (Level 1-3) Leading of special projects & special tasks (Level 3) <p>Consultation</p> <p>Intercultural Coaching Asia / China</p> | <p>Automotive OEM, Tier 1, Tier 2/3</p> <p>Related industries: manufacturers of components, assemblies & systems:</p> <ul style="list-style-type: none"> Electronics, electromechanics Plastic Metal industry: processing & machining Mechanical and plant engineering | <p>Small & medium-sized companies, SMEs</p> <ul style="list-style-type: none"> Owner-managed / family business <p>Global corporations</p> | <p>Germany nationwide</p> <p>Foreign countries Asia, China, Europe etc.</p> <ul style="list-style-type: none"> Temporary assignment abroad possible as part of a project |

Projects that i take over for you:

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Challenges through globalization and intercultural cooperation with Asia / China: Do you need help and intercultural coaching in interaction with Asian partners, customers and locations? |
| <ul style="list-style-type: none"> Positioning of the product portfolio necessary? Do you need an expert at short notice to analyze, streamline and further develop your product portfolio and sharpen the Customer Value Proposition? |
| <ul style="list-style-type: none"> Crisis management in a toxic project: Do you need an expert to solve specific problems at short notice? |
| <ul style="list-style-type: none"> A restructuring is pending including the need of further development of organization, processes and procedures? |
| <ul style="list-style-type: none"> Short-term personnel bottlenecks: You are temporarily unable to fill a management position yourself? |

My Core Competencies

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> Proven specialist in Sales, Project and Product Management |
| <ul style="list-style-type: none"> Learned from the scratch: well prepared for mandates as CSO, managing director as well as business unit leader and division leader |
| <ul style="list-style-type: none"> Entrepreneurial approach: analytical, strategic, goal and practice-oriented - graduated as Master of Engineering Management with many years of interdisciplinary professional and leadership experience |
| <ul style="list-style-type: none"> Always in focus: companies in the Automotive Industry and related industrial sectors with highly sophisticated products that are in need of an explanation. |
| <ul style="list-style-type: none"> Leader of highly profitable projects and Product Manager with global responsibility for product strategy and world market-leading product lines |
| <ul style="list-style-type: none"> Intercultural Coach: 3 decades of experience in business with Asia including many years as an expatriate in China |

Robert Schirra



Vita

SCHIRRA interim & consulting

INTERIM EXECUTIVE.
CONSULTANT.
INTERCULTURAL COACH with ASIA-FOCUS.

05/2017 – 06/2019

Head of Sales
Sales & Project Management globally

Adient Components Ltd. & Co. KG

Kaiserslautern / Germany
Subsidiary of Adient Inc. (Johnson Controls spin-off)
Product Group Metals & Mechanisms
Products: seat metal structures & mechanisms
Sector: Automotive Seating (Global No.1, 33%)
Sales: 16,2 Bn. \$ (2017) | Employees: 75.000

07/2006 – 07/2012

Sales Director Asia Pacific
Deputy of the President Asia Pacific

Keiper GmbH & Co. KG, KEIPER RECARO Group, Kaiserslautern / Germany

Medium-sized family owned company
(2010 acquired by Johnson Controls in 2010)
Products: seat metal structures & mechanisms;
engineering service provider seat development
Sector: Automotive
Sales: ca. 830 Mio. € | Employees: 6100 (2010)

12/1990 – 01/1996

Sales Engineer in Technical Sales
Overseas Sales Department (esp. China/ India)

since 2020

Walter Söhner GmbH & Co. KG Soehnergroupp

Schwaigern / Germany
Medium-sized family-owned company
Products: mechanical & electro-mechanical parts made of plastic & plastic-metal composites; Plastic-metal hybrid components
Sectors: Automotive & other industries
Sales: ca. 200 Mio. € (GER: 142 Mio.€)
Employees: ca. 1300 (GER: 750)

08/2012 – 03/2017

Director Strategic Planning
Global Product Management & Strategy
Product Line Seat Recliners (Global No.1)

Keiper Shanghai Automotive Seating Technology Co. Ltd, Shanghai / China

100% Subsidiary of Keiper GmbH & Co. KG
Products: seat metal structures & mechanisms
Sector: Automotive
Sales: ca. 35 Mio. € | Employees: 170 (2011)

02/1996 – 06/2006

Project Director China
Key Account Manager
Technical Product Manager

Robert Bosch GmbH

Schwieberdingen / Germany
Products: Engine Management Systems – systems for Electronic Fuel Injection & Ignition
Sector: Automotive
Sales: 71,5 [16] Bn. € (2020 [1993])
Employees: 395000 [157000]

Robert Schirra

Primary and Further Education

- Agile Scrum Master & Foundation Certificates
- Intercultural trainings China / Asia (IFIM, CDC, DIHK)
- Chinese crash course (LSI-Sinicum Bochum, 3 weeks)
- Training "Introduction into injection molding technology"
- Sales: Gustav Kaeser-Training Sales
- Leadership trainings, e.g.: Gustav Kaeser-Training Management
- Graduated as Master of Engineering Management with a technical study emphasis on mechanical engineering
- REFA certificate - basic certificate for work studies
- Various other training courses, conferences, webinars and specialist literature

* My approach: NO-ROCKET-SCIENCE CONSULTING



My namesake, the astronaut and Apollo commander **Walter Schirra** said about crises:

*»... Levity is the lubricant of a crisis...«.
To cover it up, »we resort to
jokes, pranks and ... kidding to relieve
tension, stress and boredom. ...!«*

I am happy to explain what that has to do with me in a personal conversation. Let me just say this much: I do offer well-founded services **»from practice, for practice«**, because: Companies in times of crisis, turbulence or with personnel bottlenecks need fast, pragmatic support and no detached, rocket-science-solutions that unnecessarily complicate the situation!

YOU WANT TO GET TO KNOW ME?

I am happy to be available for a first non-binding conversation, an exchange of ideas and your questions.

SCHIRRA interim & consulting
Sales. Projects. Products.

Robert Schirra
Diplom Wirtschaftsingenieur

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