

Personal Data

Name	Jens Stradtman
Date of Birth	1971
Nationality	German
Diploma	Master of Economics (Diplom-Kaufmann, FH)
Residence	Oldenburg



Executive Summary / Core Competencies

International Experience:

- Emerging Markets
- Eastern Europe and Turkey
- Western Europe
- North & South America
- Asia-Pacific

Industries:

- SMCG (Bathroom products, building materials, bicycles)
- Food ingredients & packaging
- Airline-Catering
- Gaming

Industrie 4.0.:

- Automatic Masterpricebook translating into Language and currency variants
- Webshop for spare parts
- Digital measurement system (Laser to IPAD) for customized solutions incl. feasibility check and made-to-order material orders
- Digital and networked gaming for Casinos incl. desktop adjustments (game offer) depending on players behavior
- Webshop Wiberg@home, b2c
- Webshop for restaurant chefs, herb mixes „individual“ to order, b2b
- CRM implementation with price calculation tool, automatic approval process and offer preparation as workflow for customized and standard solutions
- SIOP – customer data-based rolling forecast for production, warehouse and distribution planning

Other qualifications:

- Programming: Turbo-Pascal, data bank systems
- Instructor: qualification as an instructor for trainees, examination at the Chamber of Commerce, Oldenburg
- Presentation skills: good didactic skills as well in English

Professional Background (Overview)

- Since 01/2012** **Consultant and Interim Manager** (Independent consultant and Interim Manager, Oldenburg)
Consulting and Interim Management (DE)
Projects see details
- 05/2010 to 12/2011** **CEO** (Merkur Gaming GmbH, Espelkamp)
Manufacturing, developing and distributing slot machines and slot games to international casino markets (DE)
- 10/2009 to 04/2010** **Vice President Sales & Services** (LSG Skychefs Deutschland GmbH, Frankfurt)
Airline-Catering (DE)
- 07/2001 to 09/2009** **Last position: Sales Director International / VP Sales (Executive Board Level)** (Hüppe GmbH, Bad Zwsichenahn)
Manufacturer of premium branded bathroom equipment- shower doors, enclosures and trays delivered via wholesalers to high-end kitchen and bathroom shops across Europe (DE)
- 08/1994 to 07/2001** **Sales Manager** (Bramlage Kork GmbH, Lohne)
Manufacturer of closures for wine, spirits and champagne bottling industry (DE)
- 01/1994 to 07/1994** **Area Sales Rep. in South-East Germany** (Derby Cycle Werke GmbH, Cloppenburg)
Manufacturer of premium branded bicycles like Kalkhoff, Rixe, Müsing & Focus and Private Labels for C&C, DIY and catalogue distribution (DE)

Professional Background (Details)

Since 01/2012 **Independent consultant and Interim Manager, Oldenburg**
Consulting and Interim Management (DE)

Consultant and Interim Manager

Independent consultant:

- M&A advisory services and board consulting
- Interim Management
- Business transformation
- Growth strategies
- Expansion road map
- Restructuring
- Change management
- PMI & PMO

Projects:

01/2014 to 09/2019 **Marmite Sp. z o.o., Zakrzewo**
Bathroom industry (PL)
Turnover: 65 m EUR
Employees: 950

CCO, Executive Director & Board Member

Reporting to: Supervisory Board

- Mission: generate sustainable and profitable 2-digit sales growth
- Main tasks: general management, exit strategy, M&A strategy, growth strategy, expansion road map, business transformation, market strategy

06/2013 to 12/2013 **Sanitary industry / Bathroom supply, Berlin / Oberhausen**
Sanitary industry / Bathroom supply (DE)
Turnover: 80 m USD

Business Development Europe

Reporting to: President and Owner

- Mission: Building a Western European Headquarter of an international working sanitary group
- Main tasks: developing market strategy, define and search location, recruitments of employees, brand development, develop customer base

02/2013 to 05/2013 **German GmbH: Supplier of building materials (DE)**

CRO

01/2012 to 01/2013 **Wiberg GmbH, Salzburg**

Major supplier of spice and additive blends to the food manufacturing industry specialized in meat processing and in frozen convenience products (AT)

Turnover: 130 m EUR

Employees: 650

Professional Background (Details)

Executive Director

Reporting to: President and Owner

Direct Reports: 8

Task:

- Restructuring process of International Sales
- Product Management and Product Development
- Setting up joint-venture activities in Turkey, Russia and Indonesia and finalize JV contracts, Exit preparation

Permanent positions

05/2010 to 12/2011

Merkur Gaming GmbH, Espelkamp

Manufacturing, developing and distributing slot machines and slot games to international casino markets, member of Gauselmann AG (DE)

Turnover: 1 bn EUR (consolidated turnover)

Employees: 6,000

CEO

Reporting to: President of the Group & Family Council

Turnover responsibility: 30m EUR

Staff responsibility: 51

Direct Reports: 5

- The company is in the process of a structural change from a hands-on mentality to a more structural and strategic focused operation
- Therefore, I initiated a restructuring and change management process and implemented a new structure
- New key markets based on a potential analysis are Italy, Spain, Latin and South America

10/2009 to 04/2010

LSG Skychefs Deutschland GmbH, Frankfurt

Airline-Catering (DE)

Vice President Sales & Services

Reporting to: COO

Turnover responsibility: 550 m EUR

Direct Reports: 14

- As "Head of Sales for Germany" P&L responsible for all Catering and Service contracts of all Airlines at any German Airport. Main topic was to work on the frequent airline tenders or to avoid tenders by sending out competitive pre-emptive offers always closely aligned with the customers
- As "Group Key Account Manager Lufthansa" as well P&L responsible for all Lufthansa Catering and Service Contracts at destinations outside Germany. As Lufthansa Airlines being the most important customer of LSG SkyChefs Germany increasing the profitability of this account was a main topic
- First point of contact for all matters arising out of the customer service area and as well responsible for implementing agreed SLA's into LSG's German CSC's (Catering Service Centers)

Professional Background (Details)

- 07/2001 to 09/2009** **Hüppe GmbH, Bad Zwsichenahn**
Manufacturer of premium branded bathroom equipment- shower doors, enclosures and trays delivered via wholesalers to high-end kitchen and bathroom shops across Europe (DE)
- 10/2005 to 09/2009** **Sales Director International / VP Sales (Executive Board Level)**
Reporting to: CEO Hüppe GmbH
Turnover responsibility: 55 m EUR
Staff responsibility: 92
Direct Reports: 15
- Responsible for 10 Area-Manager, 9 international subsidiaries (altogether 77 employees) plus 5 direct reports at German Holding
 - Main tasks besides the daily business and ensuring turnover and gross profit targets of existing markets:
 - New product development and European Pricing Strategy
 - Growing Emerging Markets (2005 to 2007: 33% growth rate)
 - Market Development (identify new potential markets and establish sales organizations)
 - General restructuring of the company from 06/2008 to 06/2009 (facing a pan-European economic crisis) and implementing a new company strategy – (incl. a 20% HC reduction)
- 07/2001 to 09/2005** **Export Director**
Reporting to: Sales Director International / VP Sales
Turnover responsibility: 12 m EUR
- Responsible for the area Central and Eastern Europe and CIS (Russia, Ukraine etc.)
 - Managing Director of subsidiaries in Poland, Hungary, Czech Republic and Eastern Europe (head of 4 Sales Manager with local Rep.- Organization & local branches incl. warehousing)
 - 04/2003 Additional sales areas: USA, Canada & Scandinavia
 - 01/2005 Additional sales areas: UK & Ireland, Asia-Pacific
- 08/1994 to 07/2001** **Bramlage Kork GmbH, Lohne**
Manufacturer of closures for wine, spirits and champagne bottling industry (DE)
- Sales Manager**
Reporting to: Managing Director / CEO
Turnover responsibility: 10 m EUR
Staff responsibility: 15
- 12/1997, Promotion and charter of full authority
 - New responsibility for cost budget and as head of sales, supervising 3 office salespeople and 15 Sales-Agents
 - Main results: Acquisition of 5 new Key Accounts, Sales > 500 k EUR / year

Professional Background (Details)

01/1994 to 07/1994

Derby Cycle Werke GmbH, Cloppenburg

Manufacturer of premium branded bicycles like Kalkhoff, Rixe, Müsing & Focus and Private Labels for C&C, DIY and catalogue distribution (DE)

Area Sales Rep. in south-east Germany

Reporting to: National Sales Manager

- Results: doubled previous year sales in 6 months

Education and Training

- 08/1998 to 10/1999 Advanced studies for a master degree in International Management, Private Fachhochschule für Wirtschaft und Technik (Vechta/Diepholz) (DE)
- 08/1999, Degree dissertation in industrial feasibility studies. Grade: 2.5 (scale 1-6), Subject: "The opportunities of international investments - illustrated by Bulgaria during a period of political change"
 - 10/1999, Graduation: Master of Economics (Diplom-Kaufmann, FH). Grade: 2.0 (scale 1-6)
- 08/1991 to 07/1994 Studies for a degree in business management, Berufsakademie Oldenburger Münsterland e.V. (Vechta) (DE)
- 06/1993, Graduation Industrial Business Management Assistant. Grade: 1.0 (scale 1-6)
 - 04/1994, Graduation Instructor for trainees (§2 General Instructor Act, German Chamber of Commerce)
 - 06/1994, Degree dissertation in marketing. Grade: 1.7 (scale 1-6), Subject: "The choice of distribution channel - targets & instruments"
 - 07/1994, Graduation: Bachelor of Business Administration (Betriebswirt / BA). Average grade: 2.0 (scale 1-6)

Assignments Abroad

Poland, Austria

Managing (MD) subsidiaries in Poland, Czech Republic, Hungary, UK, Belgium, France, Russia, Ukraine, Italy, Serbia, Croatia, Mexico, Columbia

Languages

German	Mother tongue
English	Business fluent
French	Conversational (B1)
Spanish	Basic (A1)

IT Skills

Processing skills: User software Windows, MS-Office, Lotus-Notes