

CURRICULUM VITAE (EXECUTIVE SUMMARY)

KAROLIN ROHMER, Master of Marketing & Communications

GLOBAL PRODUCT MANAGEMENT TO THE MAX: PROFITABLE BY INNOVATION

As a **global multi-language leader in durable electronics FMCG & Hygiene-Services**, with my ideas and **own patents** I am representing **customer-related innovation management** by comprising of wide experience in **marketing, and product management & development** including restructurings. Focussed on the **reductions of variants, profitable growth** is my core in **global category management**.



MORE THAN 30 JAHRE SUCCESSFUL MANAGEMENT WITH MARKET LEADERS

2019 - 2021	CWS <small>CWS.COM</small>	CWS Hygiene International	Director Divisional Product Lines HY & Floor Care
Procurist and Member of the Managing Board, CWS Hygiene Division: Re- and structuring of Product Management & Development, Marketing, Digital Business, Master Data Management, Strategic Pricing			
Servicevolume 2020 > mn products in countries; Turnover > 600 mn €, Employees 6.000			
Own responsibility > mn products in countries; Turnover > Mio €, direct reports			
1990 - 2019	 Electrolux  AEG Electrolux AB	Global Category & Senior Product Innov. Manager	
Strategic planning and realisation of all global product platform projects			
Fabric care and electrical cooking products for Electroux AB as a global leader in professional and home appliances			
Sales volume 2018 > 60 mn products in 150 countries; Turnover >11,7 bn €, Employees 54.000			
Own responsibility mn products in 90 countries; Turnover > mn €, Indirect reports			
1988 - 1990	DIEHL	DIEHL GmbH & Co KG	International Sales Executive Assistant
Organisation and Head of International Sales Assistance in lead of two foreign language correspondants			
Turnover 5,6 bn DM, Employees 14.000			

RESPONSIBLE LEADER

- **Procurist and top management member** of divisional board, reporting to Group CEO & Div. General Manager
- **Leading and crossfunctional steering** 150 co-workers globally as in- & direct reports within a matrix organisation
- **Responsibility for developping & realising** international product- and service launches
- Creating an open and **appreciating group culture** in a highly diverse, multicultural and complex company structure

DEFINING THE LIFE CYCLES OF GLOBAL PRODUCT & SERVICE CATEGORIES

- From the **development of new product strategies**, implementation of processes for product development, strategy and innovation via fast growth phases up to profitability lead with global expansion
- Successful renovation and innovative realignment of biggest in turnover and weakest in profit categories globally

REALISING UNIQUE PROFITABILITY LEADERSHIP

- **Sharpening of portfolio strategy** successfully from EMEA to global responsibility including realignment of communication strategy, design and colour conception
- **Profitable growth** from all core EMEA to global markets
- Strong focus to a **slim portfolio build** including smart variant management
- **Strengthening customer preference** by meaningful consumer-centric patent- and innovation management
- **Digitalisation and globalisation** of communication data as a pioneer in the white goods industry

GLOBAL RESPONSIBILITY

- **More than 8 years representative** at APPLiA (previously CECEd) at **European Commission in Brussels**
- **Regular management meetings in various countries** of APAC, EMEA and LATAM
- **> 25 international product awards and test winners** at global consumer test and rating institutes (2011-2021)
- **Speaker and group representative** at international conferences

SOFT SKILLS

- **Natural Leader – Hands-On – Fast Understanding – Goal Oriented – Diverse & Global**