



Over 30 Years of Hands-On Sales Experience—From the Front Lines to Top Management

About Me

As a long-standing member of the management board of an international market leader in the premium segment of the construction supplies industry, I stand for tried-and-true solutions delivered on an equal footing. You won't find theoretical consulting concepts with me. Shaped by my roots in my parents' craft business and over 30 years of experience in the industry, I take a holistic approach to aligning your company toward sustainable profitability and future-proofing. I find the right people who fit your culture—both in terms of mindset and in their personal and professional qualities.

Background

Leadership: Over 20 years in various leadership positions at a family-owned company operating nationally and internationally (responsibility: Germany, Austria, Switzerland; Eastern Europe; Luxembourg)

Entrepreneurial Background: Previously spent 8 years successfully running my own business in design and sales in the B2C construction sector

Target Markets: In-depth market understanding in B2B, B2B2C, and B2C (sales, retail, architecture, commercial projects, end consumers, and technology)

Areas of Responsibility: Sales, marketing, technology, strategy, transformation, digitalization, business development, strategic alliances, customer centricity, partner programs, lead management, sales governance, as well as innovation and project management

Executive Search

Focus Industries: Search and selection of highly qualified executives and specialists in the fields of construction supplies, building components, drywall, facades, windows, doors, glass, aluminum, wood, plastics, retail, architecture, and the housing industry

Functions: Search and recruitment of national and international executives in the areas of general management, executive board, sales, key account management, business development, marketing, production/plant management, quality management, product management, procurement, finance, controlling, logistics, and HR

Outplacement and Newplacement: Support for career transition processes

Succession Planning: Strategic and long-term securing of leadership succession

Business Consulting

Structures: Future-proof redesign and optimization of organizational structures in the sales and market environment (including M&A, post-merger integration, and restructuring)

Performance: Targeted and sustainable growth in revenue, EBIT, and enterprise value

Sales Approach: Transformation from a purely product-focused sales model to a value-added solutions-based sales model, including a shift in culture and mindset

Sales Professionalization: Coaching, mentoring, customer focus, KPI management, digital sales architecture, and optimization of processes, tools, and costs

Brand Building: POS presentation (e.g., showrooms) to generate absolute customer enthusiasm among end consumers, architects, and dealers

Market Segments: Evaluation of additional opportunities, including international expansion



Strategic Sparring Partner: Solutions on an equal footing for your company as a whole