

Franz Ludwig Bachmeier



Background

- Automobile trade expert in the premium sector
- Many years of management experience in automotive sales (retail)
- Member of the management of a branch in the sales department of a German automobile manufacturer for many years
- Senior manager in a German automotive group
- Experience in sales management, executive management, divisional controlling, sales organization, leadership, recruiting and mentoring.
- Experience in B2C and B2B USED-CAR/VAN Business as well as B2B auctions.
- Experience in import, export and remarketing of cars, vans and trucks
- Experience in change management, digital transformation, and human resources development

Executive search / personnel consulting

- Search and selection of highly qualified executives and specialists in all functional areas of your business in the following industries:
Automobile manufacturers (sales/marketing), automobile trade groups, automobile dealers, automobile banks/leasing companies (captive/non-captive), car rental companies, automobile importers (cars/VANs/trucks), vehicle inspection companies, companies in fleet management, mobility providers, vehicles platforms/ car exchanges, car auction houses, automobile suppliers in the tire/accessories sector as well as workshop chains and vehicle wholesalers.
- Search and recruitment of national and international specialists and executives with high degree of specialization in the areas of management, sales management, sales, key-account-management, business development, marketing, remarketing, workshop management, customer service, purchasing management and purchasing.
- Outplacement, newplacement
- Succession planning

Business Consulting

- Optimization of sales processes and sales organization
- Development of new markets and sales methods (B2C and B2B)
- Optimization of cross-departmental cooperation (interfaces), division of tasks and task bundling
- Analysis, definition, causes, optimization of corporate processes in the areas of sales, marketing, vehicle valuation management, pricing and condition design
- Car dealership branding, target group definition, correct target group approach, more successful communication with target groups
- Strategic and operative marketing promotion, target-oriented sales control and remuneration systems
- Investigation of the “customer journey”, customer contact points, customer reviews, e-commerce and online sales opportunities