

# PROFIL

## Informationen zur Person

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## Profil

Langjähriger Erfolgsausweis in industrieller Unternehmungsführung. CEO in Firmengruppen mit mehr als 2'000 Mitarbeitenden. Reiche Erfahrungen in Wachstumsmanagement, Turn-Around-Management, nachhaltiger Unternehmensentwicklung, Strategie und Umsetzung in internationalem Umfeld. Mitglied in Verwaltungs- / Aufsichtsräten und Beiräten von international tätigen Unternehmungen. Insgesamt mehr als 25 Jahre in Führungspositionen tätig. Unternehmensberater seit 2012 mit Schwerpunkten in Internationalisierung und Cross-Culture-Management.

## Thematische Schwerpunkte

Strategie Unternehmensstrategie und Umsetzung, besonders Internationalisierungsstrategien.  
Organisation und Management Cross-Culture- und Cross-Border-Management in Form von Akquisition und Integration, Joint-Venture, Firmenaufbau, Marketing und Vertrieb, Leistungsverbesserung, strategische Allianzen.

## Beruflicher Werdegang

Seit 2012  
FinkRen GmbH,  
Unternehmensberatung  
Managing Partner

2001 - 2011  
Chinaust Gruppe, JV GF (Georg  
Fischer AG) und Lingyun Gruppe  
CEO

2010 - 2011  
Industriekonzern Georg Fischer  
Leiter Shared Services

1995 - 2000  
Bernina Elektronik AG  
Stv. Geschäftsführer

1994 - 1995  
EDS Schweiz  
Advanced System Engineer, SAP Projekt Manager

1985 - 1993  
SIG  
IT-Entwickler, Projektleiter

1982 - 1985  
BWI, ETH  
Unternehmensberater

1977 - 1978  
Beijing Rechenzentrum  
Hardware-Entwickler

## Akademische Karriere

Seit 2002  
Guest Professor, Tongji Universität, Shanghai, China

1984  
Nachdiplomstudium in Technischen Betriebswissenschaften an der Abteilung für  
Maschineningenieurwesen, ETH, Zürich

1982  
Assistent, Beijing Polytechnische Universität, Abteilung für Elektroingenieurwesen

1981  
Master of Engineering, Beijing Polytechnische Universität, Abteilung für  
Elektroingenieurwesen

1977  
Dipl. Ing, Tsinghua Universität, Abteilung für Elektroingenieurwesen



## Sprachen

Chinesisch

Muttersprache

Deutsch

Fähigkeit zu Verhandlung auf Führungsebene

Englisch

Fähigkeit zu Verhandlung auf Führungsebene

## Weitere Aktivitäten

Kiekert AG

Mitglied im Aufsichtsrat

Brain Force AG

Mitglied im Beirat



# MANDANTEN

Auszug von Projekten seit 2012

## Finanzdienstleistung

Firma

An internet finance company, offering small and medium sized companies an alternative source for their financing needs by using the peer-to-peer concept. Investors get access to an attractive new asset class which provides higher yields compared to traditional fixed income instruments and support the backbone of the Swiss economy at the same time.

Auftraggeber

Gesellschafter

laufend seit 2015

Supporting the founders in the set up process as well as the operating management.

## Automobil Zulieferindustrie

Firma

The group is a leading Chinese automotive parts supplier with JVs from Europe, USA and other countries in Asia, making 12 billion sales in 2015. It has a strong position in the domestic Chinese market and develops strategies to internationalize. In 2012 the group has made acquisition of a leading German industrial company group, making 835M Euro sales in 2015.

Auftraggeber

President

laufend seit 2012

Supporting the entire process, from the strategy setting to transaction itself and ongoing support of the parties as member of the supervisory board.

## Automobil Zulieferindustrie

Firma

Swiss-Chinese joint venture company: Very successful joint venture company with a leading position in the Chinese automotive market (incl. all top international OEMs), sales about 1.5 billion CNY, operations only in China, international strategy for sustainable success required.

Auftraggeber

Board of Directors

Mai – August 2012

Worked out strategic options for the company and suggestions for implementation.

## Automobil Zulieferindustrie

Firma

Leading German automotive parts company:

- A German international group with production facilities in six countries.
- The company is technology leader in its field.
- The company makes more than 800 million Euro sales in 2015 with its 5800 employees worldwide.

Auftraggeber

Vorstand

Seit 2012

Supporting the strategic and operational development of the company.

## Automobil Zulieferindustrie

Firma

Chinese private company group:

- Chinese leading company group in niche markets.
- The company group has developed very fast and has very good potential for further development.

Auftraggeber

Gesellschafter

Seit April 2013

Supporting the company group in the daily operation and implementation of its strategy in China and internationally.

## Automobil Zulieferindustrie

Firma

Chinese association for automotive parts industry:

- Chinese automotive parts industry needs knowhow in the areas of internationalization and international managers.
- Developed a training program together with the Chinese national HR institute for automotive industrial managers.

Auftraggeber

President of HR institute

August – September 2014

Supporting their members by holding a training program for internationalization and management development.



# MANDANTEN

Auszug von Projekten seit 2012

## Maschinenindustrie

Firma

Swiss machine tool manufacturer:

- Customized specialty machines for innovative customers.
- No sales in China yet.
- China as potential market for its technology and products identified.

CEO

Auftraggeber

Supported the company in its globalization strategy, particularly in China.

April – Juli 2013

## Maschinenindustrie

Firma

Swiss machine tools company:

- Listed company in Switzerland.
- The company has several production and sales sites in China.

CEO

Auftraggeber

Developed a growth strategy for China together with the Swiss headquarter and local management team including support in implementation and supported the recruiting process for key positions in China through informal assessments of the candidates.

Dezember 2013 – August 2014

## Maschinenindustrie

Firma

Swiss listed industrial company:

- The company is a leading company group in Europe.
- The Chinese market is a key market in its growth strategy.
- The company has several production sites in China.

CEO

Auftraggeber

Supporting the strategic implementation and conducted management coaching and management support in China.

Seit 2012

## Maschinenindustrie

Firma

Swiss manufactory company with 80 years industrial experience :

- A family owned Swiss company.
- The company is a unique producer of specific industrial products.
- Sales are in German speaking countries, mainly in Switzerland.
- Technical products trading as complementary business.

Gesellschafter

Auftraggeber

- Worked out different strategic options with regards to a potential partnership with a Chinese company.

April – Juni 2015

## High Tech Companies

Firma

The high tech company

- is market leader for telematics in Switzerland,
- has no business in China,
- is looking for a new potential market for its technology and products.

CEO

Auftraggeber

Organized a technical seminar for a Chinese partner with big market potential in Switzerland and in China.

August – September 2012

## High Tech Companies

Firma

The family-owned Austrian industrial company is specializing in smart automation and engineering solutions.

Gesellschafter

Auftraggeber

Supporting their growth and internationalization strategy.

# MANDANTEN

Auszug von Projekten seit 2012

## Kosmetikindustrie

Firma

Swiss cosmetics company:

- Privately owned manufacturer of cosmetics.
- Plans to expand with its products into the Chinese markets.

Auftraggeber

CEO

Seit Oktober 2013

Supporting the establishment of partnership for sales and marketing in China.

## Automation Industrie

Firma

Leading Chinese family-owned automation company :

- The company has established a good market position and technical knowhow in China and wishes to develop internationally.
- The company aims to become a leader in the manufacturing industry (e.g. automotive and new energy) with a very good market potential.
- In order to get into international market, the company needs to improve their technical and export capabilities.

Auftraggeber

Gesellschafter

Seit Oktober 2013

Supporting the company in implementing an international strategy.

## Start up

Firma

Swiss start up industrial company has developed new products with big market potential. The company has made aggressive growth strategy with focus on Europe. Quick expansion in Asia is required.

Auftraggeber

Geschäftsleitung

Supporting the globalization market strategy and driving the expansion in Asia.

## Start up

Firma

A Chinese manufacturer of swimming pool chemicals has developed a successful business in the U.S. and seeks to expand its distribution to Europe now.

Auftraggeber

CEO

Seit 2014

Driving the setup of a Europe-wide distribution network and securing its on-going development.

## Start up

Firma

Swiss company invested by Chinese investor:

- Successful Chinese business owner has a business idea to invest and to develop his business in Europe. He has made a few pilot projects in Europe and got some first hand information about the European market.

Auftraggeber

Gesellschafter

September – Oktober 2015

Guided the Chinese investor professionally to create a structured plan for the realisation of his business idea including a SWOT analysis.

