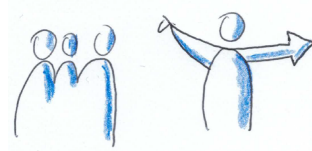




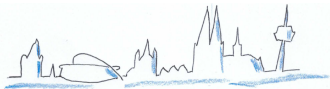
22 years  
Automotive Industry



27 years  
leadership



degree  
„Advanced  
Business-Trainer  
und -Coach“



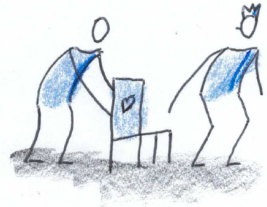
Köln

## Christian Baudisch

(Diplom-Betriebswirt,  
FR Marketing)



**Know-How-Schwerpunkte:**  
Sales  
Business Development  
Team Development  
(Program Management  
Product Management)



empathic and  
interested in  
people



49 years old,  
married,  
1 daughter



**Tools:**  
Change Management  
Moderation  
Workshops  
Team Building  
HR development  
Systemic Coaching  
Interim Management



worked for 13 global  
companies



Fachgruppe Automotive



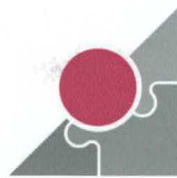
from midsize to bigsize  
companies up to 55.000  
employees



responsible for 43 account manager



probest in  
13 countries with  
13 OEMs and  
9 suppliers



COMPETENCE ON TOP

Certified

## Advanced Business Trainer & Coach

We congratulate Mr.

**Christian Baudisch**

on the successful completion of the combined Premium Training to become an  
Advanced Business Trainer & Coach.

The following modules have been completed  
(31 days / 248 course hours at total):

1. Train the Trainer (4 days)
2. Train the Trainer – Advanced (3 days)
3. Systemic Coach (4 days)
4. Systemic Coach – Advanced (3 days)
5. Business Constellations – Basic (3 days)
6. Business Moderator (4 days)
7. Team Developer / Team Coach (4 days)
8. Change Management (4 days)
9. Coach the Coach (2 days)



14Z084

Instructor: Manuela Dollinger

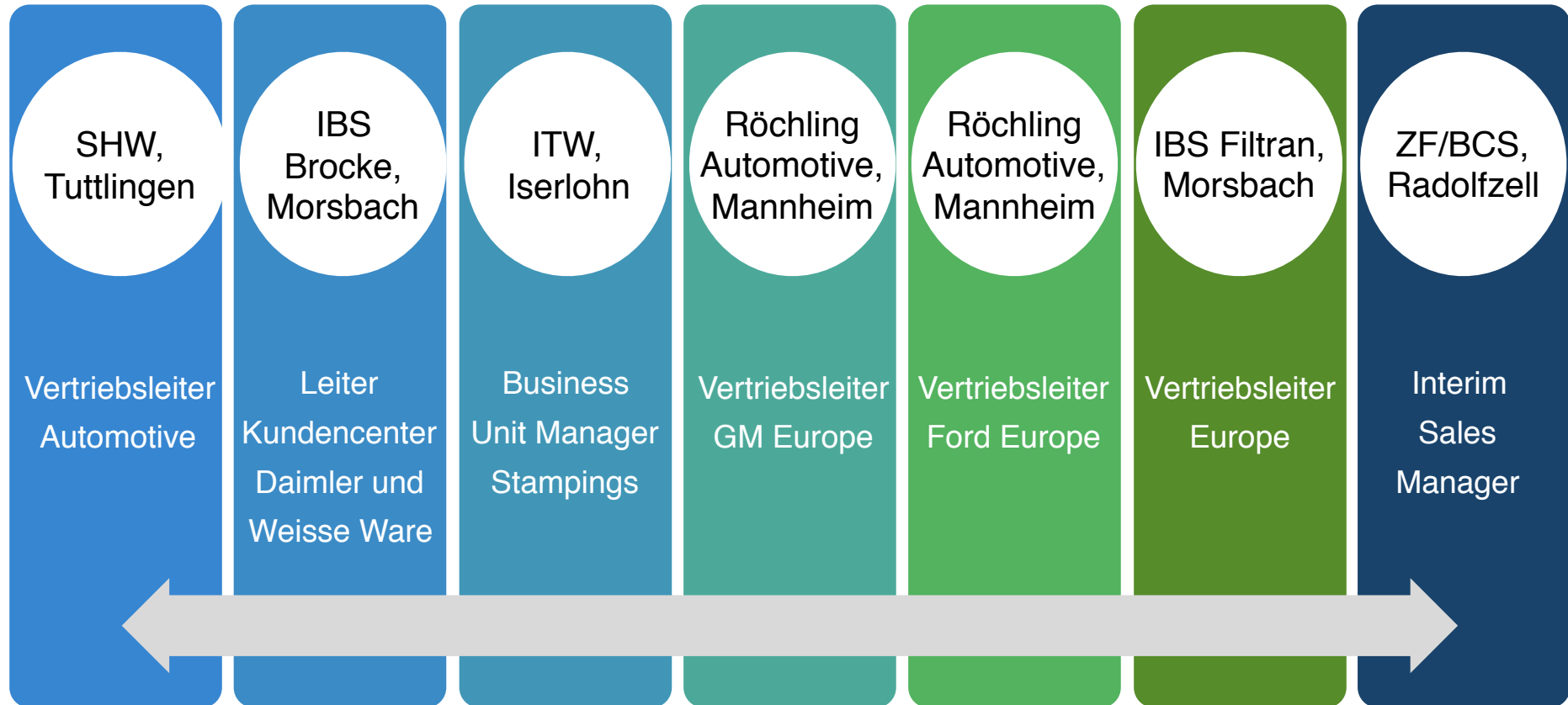
Certified Trainer and Coach (dvct)

München, 2017-02-22

Our Institute is a member of the



# My roles in the automotive industry



# My customer in the automotive industry

4

**Volkswagen-Group**

VW, Audi, Skoda, SEAT, Porsche

**Continental**

**Daimler/Mercedes/Smart**

**Johnson-Controls**

**BMW / Mini**

**Faurecia**

**Opel / Vauxhall / GM**

**Getrag**

**Ford**

**Magna**

**ZF**

**Trelleborg**

# CHRISTIAN BAUDISCH

Degree in Business Administration with focus in marketing

August-Macke-Straße 7 · 50939 Köln · 0176/47057155 · Email: [christian.baudisch@gmx.de](mailto:christian.baudisch@gmx.de)

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## OBJECTIVE

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**Key Account Manager / Account Director / Business Development Manager**  
of an international automotive or manufacturing company

## PROFILE

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- entrepreneurial spirit with focus on clear goals and results
- closed relationship to engineering with know how from different production methods
- high empathy in relationship with staff, different cultures and difficult business issues, e.g. change management
- fast and efficient familiarization with new topics due to special tool from „interim management business“
- initiator and driver for business start up and business development with hands-on management style
- pragmatic and thinking-ahead-approach for continuing and improvement of business processes

## MAIN ACHIEVEMENTS

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- restructuring of team, product and customer portfolio followed by turnaround into profitability
- defend of revenue, market position and profitability in competitive environment
- get on bidders list at GM Europe for 6 commodities by cross-selling within 7 months
- introduction of English start-up in Germany with new business of blue chip companies within 3 months
- development and sales of a new consulting product to new customers under a popular umbrella brand
- reorganization of sales segment for a medium-sized automotive supplier
- leading and developing of sales & program management teams in different European regions

# CHRISTIAN BAUDISCH

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## PROFESSIONAL DEVELOPMENT

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- 11/2018 - 05/2019**    **BCS Body Control Systems, Radolfzell/Wolfsburg (Interim Project)**  
hired again because of still ongoing challenges due to company transfer from ZF to BCS
- 03/2017 - 08/2018**    **ZF/TRW Body Control Systems**  
Business Unit for complex switches
- Interim Sales Manager for VW-group (Interim Project)**
- winning of 1st steering-wheel switch-system with touch-surface at German OEM
  - interim sales covering of 3 different product groups in Volkswagen, Skoda and Audi (interim replacement of 3 key account manager)
- 02/2015 - 12/2016**    **IBS Filtran, Morsbach**  
US-/ German JV for filter systems for automatic transmissions  
high market share, supplier for all OEMs and big Tier1-companies like ZF/TRW or Getrag
- Sales Director Europe**  
leading all European customers  
global projects with American, Chinese, Japanese OEMs and suppliers  
main customer **Daimler** and ZF
- responsible for 86 Mio. € revenue
  - 8 members of staff
- 06/2014 - today**        **ChrisBrand Evolution, Köln**  
own automotive consulting company with focus on
- sales
  - interim management
  - training
  - coaching
- 11/2010 – 05/2014**    **Röchling Automotive, Mannheim/Köln**  
innovative medium-sized automotive supplier with 22 plants on 4 continents  
revenue 600 m. € - 4.200 employees - focus on plastic processing
- 09/2011 - 05/2014 Account Director Ford of Europe**  
management of 3 Key-Account-Manager (located in Germany and Italy)
- responsible for 100 Mio. € revenue
  - close relationship to Röchling onsite team in Ford Merkenich,
  - main support to Ford engineering center in Köln and Dunton, UK
  - personal care to Ford-management-level
  - joint visits with US-colleagues at Ford headoffice in Duncan, US
  - development, presentation and implementation of detailed customer strategy (80 pages)

# CHRISTIAN BAUDISCH

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11/2010 - 08/2011

## **Account Director General Motors Europa**

business development of Opel/Vauxhall

- responsible for 15 m. € revenue
- more efficient resource split for higher customer benefit
- implementation of a high level „tech day“ exhibition in Opel engineering center
- pushing forward of cross-sealing-strategy

12/2009 – 10/2010

## **Executives Online, Köln**

international management consulting company with focus on „Interim Management“-providing headoffice in UK

### **Managing Director**

acquisition of master license for Germany along with a business partner

- setup of the German website
- transfer of existing know how from UK to Germany
- association and lobbying work
- development, presentation and implementation of detailed business plan for German subsidiary
- P & L - responsibility
- development of a local customer base within the „rhineland“ area
- focus to online marketing tools
- provide of interim manager within 48 hours
- selection of interim manager from a worldwide database of 80.000 manager
- having interviews face-to-face and by Skype or phone
- permanent placement for executive search
- cold calls for new business
- looking for new franchisees
- development of business plans for potential new franchise locations
- training of franchisees

03/2008 - 11/2009

## **Interseroh Dienstleistungs GmbH, Köln**

International operating recycling-company, 100% owned by ALBA Group, Berlin  
revenue 2,9 bn. € - 9.000 employees - focussed on environmental services

### **Business Unit Manager „Business Solutions“**

development of a new business unit with focus on „Consulting“ products

- procurement
- responsible for 2,8 m. € revenue in 2009
- 8 members of staff (consulter, program manager, sales administration)
- staff training with focus „start as a consulter and become a sales guy“
- development of consulting product “reduction of waste disposal costs“
- focus on automotive, healthcare and construction industry
- P & L - responsibility
- preparation of business plan and presentation to the board
- development and implementation of a cross selling strategy

# CHRISTIAN BAUDISCH

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**08/2004 – 02/2008**

**ITW Deltar Automotive GmbH, Iserlohn**

multinational company with headoffice in Chicago  
revenue 16 bn. \$ - 52.000 employees

**Business Manager Stampings**

responsibility in Europe for sales, program management and key account management  
technology: metal stamping and deep drawn  
range of parts: structure parts for underbody, tailgate hinges, suspension parts  
main customers: VW, Audi, Skoda, BMW, Opel, Ford, Contitech, Trelleborg

- procurement
- responsible for 52 m. € revenue
- 8 members of staff international (D, UK, HU)
- P & L - responsibility
- close relationship to customer key people
- market development in CEE and research and management of local sales guy
- preparation of business plan and presentation to the board
- conducting of strategy workshops
- implementation of 80/20-strategy

**01/2002 – 07/2004**

**IBS Brocke, Morsbach**

midsize family owned company with focus on automotive and white goods  
revenue 130 m. € - 1.200 employees - focus on injection moulding (plastics)  
range of parts: interior (back injection moulding, mid consoles, door frame trims)  
control panels, technical parts for dish washers and washing machines  
main customers: Daimler-Chrysler, Smart, Faurecia, JCI, Magna, Miele, BSHG, Thomas,

**Company filed under chapter 11 (insolvency according to German law) in July 2004.**

**08/2002-07/2004**

**Director Customer Center **Daimler Chrysler** and white goods**

responsibility for program management, advanced quality planning, key account management

- procurement
- responsible for 55 m. € revenue
- 18 members of staff
- close relationship to customer key people
- guiding yearly price negotiations
- preparation of 5-years-business plan and presentation to the board
- business development in France in Renault and PSA
- restructuring of sales organization
- implementation from functional organization to customer teams
- daily communication with Mercedes-board during critical insolvency period



# CHRISTIAN BAUDISCH

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## **01/2002 - 07/2002 Assistant to the CEO**

responsibility for 2 board projects

- development and implementation of a software for program management cost
- coverage of 45 m.€ and content of all project stages
- development of new sales organization supported by my degree dissertation
- preparation for my division manager role within this new organization

## **11/2000 – 12/2001 Schwäbische Hüttenwerke (SHW), Tuttlingen**

midsize automotive supplier

revenue 170 m. € - 1.800 employees - focussed on metall processing

### **Sales Director break discs**

Responsibility for key account management, sales and production planning

technology: sand casting and mechanical machining

range of parts: iron casting break discs

main customer: Porsche, Audi, VW, Opel, BMW, Brembo

- responsible for 113 m. DM revenue
- 4 members of staff
- sole supplier for iron casting break discs at Porsche
- responsibility for all sales and marketing actions

## **04/1996 – 10/2000 IBS Brocke, Morsbach**

above mentioned

### **09/1997 - 10/2000 Substitute to Sales Director**

responsibility for key accounts like BMW, **Daimler-Chrysler** und Miele

- temporary management of 12 staff members for 10 months

### **10/1996 – 08/1997 Assistant to the Sales Director**

preparation of budget plan, sales controlling and staff training

### **04/1996 - 09/1996 Sales clerk**

preparation of offers, management of daily logistics and customer care for Audi and Wolf-Garten

**04/1995 – 03/1996**    **Allgemeiner Wirtschaftsdienst (AWD), Siegen**  
independent finance company

**Region Manager (self employed)**  
responsibility for region Hochsauerland

- working with high output and sales focus
- stringent leading by objectives
- training of new staff

**01/1995 – 03/1995**    **Mitsubishi Motors Deutschland, Trebur**  
German head office of automotive brand Mitsubishi

**Trainee Junior Management**  
participation at management training program for car dealership

- expert knowledge about dealership organization of car manufacturer
- training-on-the-job at Mitsubishi top-ranking-car-dealer **07/1991 – 12/1994**

**Metallwerke Kemper, Olpe**  
midsize family owned company with focus on industrial production  
revenue 200 m. DM - 900 employees - focus on fittings

**Sales clerk for customer castings**  
customer care for key accounts and substitute to the Sales Director  
technology:                    sand casting and mechanical machining  
range of parts:                fittings for different industries  
main customers:              Landis & Gyr, Honeywell, Grünbeck, Geberit

- preparation of offers, management of daily logistics and customer care

# CHRISTIAN BAUDISCH

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## EDUCATION

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- 06/2016 - 03/2017**    **degree for „Advanced Business-Trainer and - Coach“ by DVCT  
(with „Competence on top, Augsburg“)**
- 04/1998 – 12/2002**    **study business-management besides job**  
at Fachhochschule Lahr/Schwarzwald (AKAD)  
focus Marketing  
graduation 2,2
- 08/1989 – 06/1991**    **apprenticeship industrial clerk**  
at Metallwerke Kemper, Olpe  
graduation 2,0
- 08/1987 – 07/1989**    **commercial college**  
with University-entrance diploma: grade 1,8
- 08/1980 – 07/1987**    **St. Franziskus-Gymnasium Olpe**

## SKILLS AND KNOW-HOW

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- certification**            several trainings for management of business and people
- languages**              business fluent (support several times by Berlitz-School-Dublin)
- personal details**        49 years old, born 21.02.1970 in Essen, married, 1 daughter

Cologne, September 2019