

## CONTACT

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## PROFESSIONAL OBJECTIVES

- **Managing Director: COO /CMO / CDO**
- **Internationally active company all over the world**
- **Industry focus: energy suppliers, renewable energies, automotive energies, automotive industry, armory and consumer sales**

## PROFESSIONAL PROFILE

- **Self-employed management consultant on digital transformation and marketing optimization.**
- **General Manager Marketing & Digitale Transformation** internationally responsible for 16 countries with focus on B2B2C, B2B and B2C sales and marketing strategy
- Experience in **building and managing structures and teams**
- **Strategic planning and development of business models**
- 10 years of **experience in the digitalization and automation of business processes**
- **Efficiency optimization** through applied AI and BI-systems and data-based decision-making, as well as **transformation processes**
- **Sound experience in change management and organizational development**
- 20 years of experience in **defining marketing strategy and operational marketing management**
- Sound knowledge of **market research** and experience in defining the **customer journey, and CX optimization**
- Proven success in the **planning and implementation of innovation projects**

## COMPETENCES

### Management

- International business management
- Strategic planning and organizational development
- Transformation and change management
- Innovation, efficiency and optimization projects
- Sales, budget and P&L responsibility
- Internal and external stakeholder management

### Specialist expertise

- Marketing management
- Business development
- Project management
- Digital Transformation
- Consulting competences
- Key account management
- Negotiation expertise at C-level
- Market research and statistics (BI models)
- Process optimization and automation

### Customers & Industries

- Expertise in EMEA and especially in the CEE region
- Multi- and omnichannel strategies (especially O2O concepts)
- eCommerce
- B2B, B2C and B2B2C expertise
- Experience in building platforms (marketplace, digital hub and monetization concepts)
- Marketing performance and controlling
- SaaS systems (ERP, CRM etc.)
- Key account management (FMCG, consumer goods (incl. B2B))

### Leadership

- Employee development
- Employee motivation, team spirit and success
- Recruiting: selection, assessments, onboarding and offboarding of employees
- Mentoring, coaching (leadership training)
- KPI target setting and performance appraisal
- Cooperative, appreciative leadership
- Distributed leadership (trusting and supportive)
- Clear communication
- Charismatic team leadership: vision and mission statements
- Change management focus

## TARGET COMPANIES

### Energy provider

- Abu Dhabi National Energy Company (TAQA)
- Masdar
- Noor Energy 1
- AGL Energy
- Origin Energy
- Infigen Energy
- Chevron Corporation
- ExxonMobil
- NextEra Energy

### Automotive industry

- General Motors (GM)
- Ford Motor Company
- Toyota
- Stellantis
- Tesla
- Isuzu UTE
- Harley-Davidson (USA) - LiveWire Division
- Honda
- BMW Group

### Arms industry

- Lockheed Martin
- RTX Corporation
- Northrop Grumman
- Boeing
- General Dynamics
- BAE Systems
- AVIC - Aviation Industry Corporation of China
- Norinco
- L3Harris Technologies

### Consumer goods

- Procter & Gamble
- Unilever
- JBS
- AB InBev
- Tyson Foods
- British American Tobacco
- L'Oréal
- Walmart Inc.
- Costco Wholesale Corporation