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Advisor | Interim | Sparring Partner

- ✓ *Building New Business Fields*
- ✓ *Creating Sustainable Business Models*
- ✓ *Delivering Innovation & Digitalisation Projects*

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CONTENT

The aim of this presentation is to provide you with detailed insights into my profile and services to identify how I can assist you to achieve your goals.

I. YOUR SITUATION

Together, we release the brakes, kick-off your innovation project and grow your business

BEFORE A PROJECT

Your...

- › ambition is to innovate your business
- › goal is to build and grow business models
- › direction with first ideas or projects is clear

But,

- › your board expects profound business cases
- › you don't have the capacity to lead that initiative
- › You need expertise to create solutions
- › you feel trapped and blocked



DURING A PROJECT

You...

- › already started a project
- › have a clear strategy and/or goals
- › appointed ressources and structure

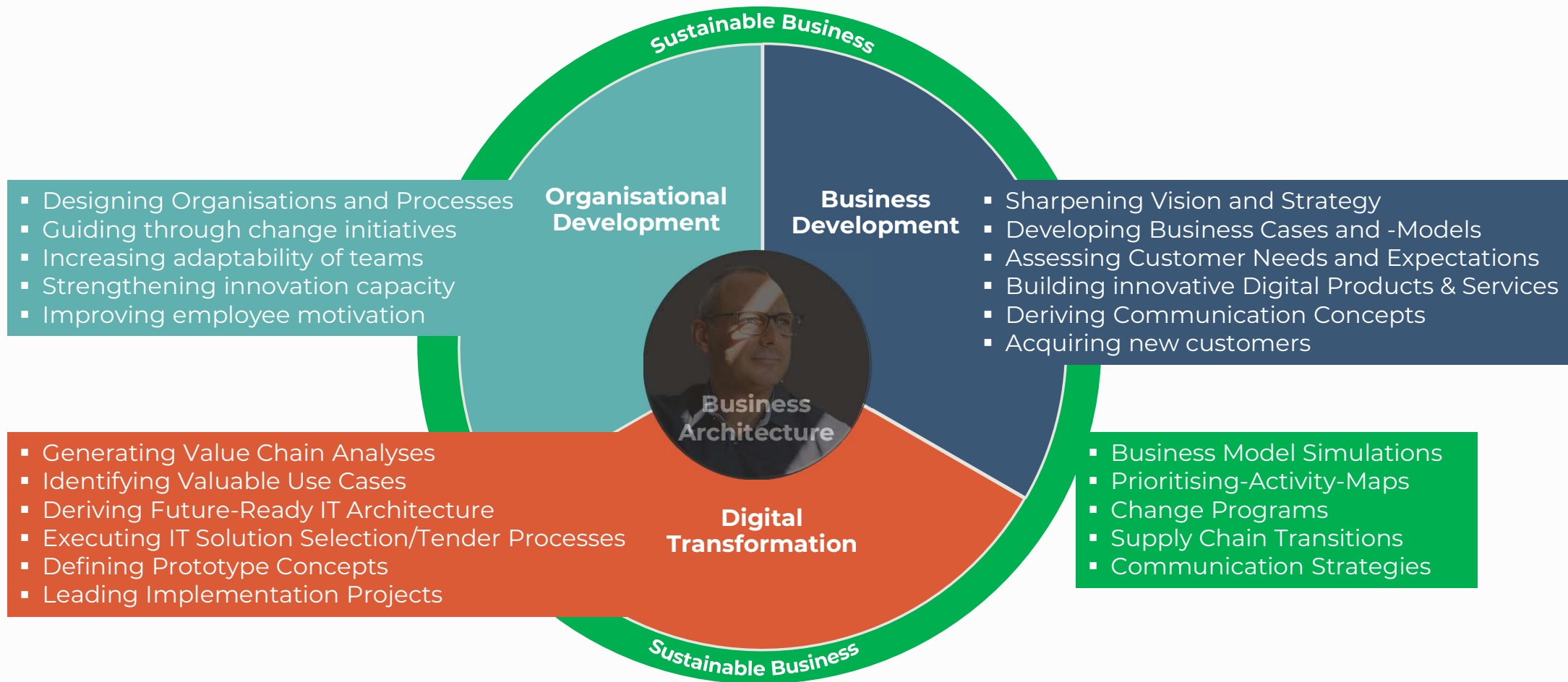
But,

- › you see missing results
- › you burn high budgets monthly
- › you observe conflicts and politics within teams
- › you feel high pressure to solve that situation



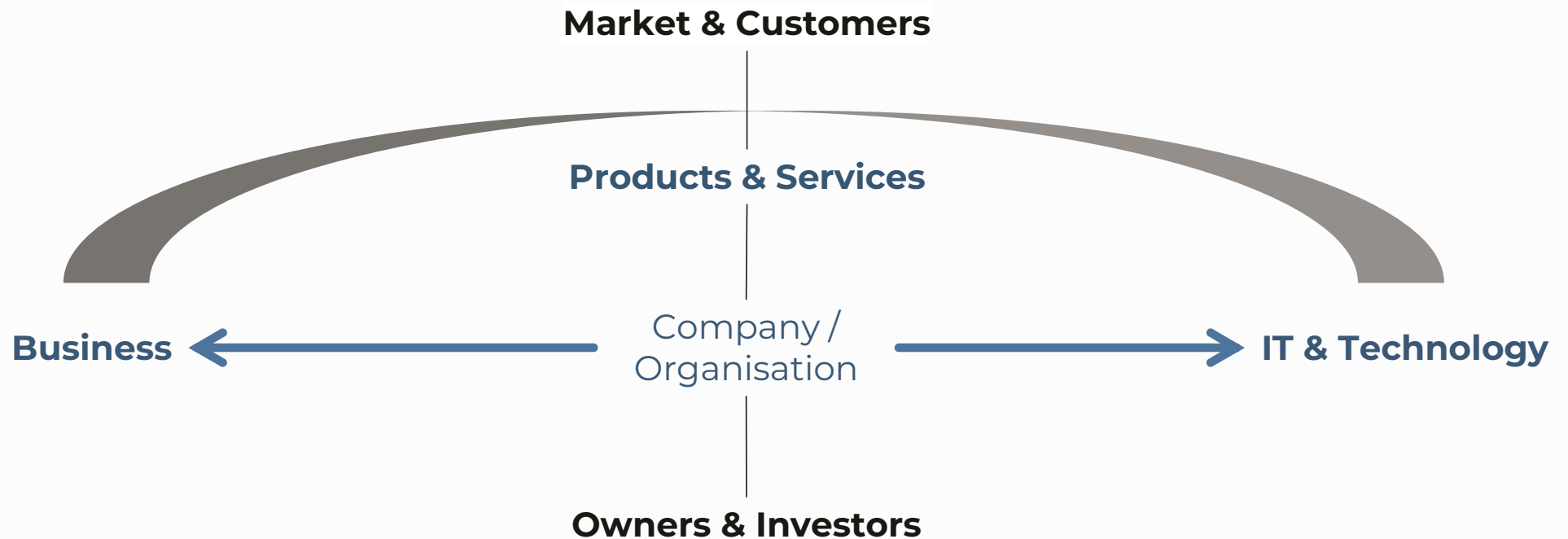
II. SOLUTIONS

In mandates and projects, I **architect** customized solutions for innovations and adaptive implementations



II. SOLUTIONS

As a **Bridgebuilder**, I align business units and IT to focus on delivering value, innovation and growth



II. SOLUTIONS

Now, how can I be **useful for you** and your situation?



By systematically applying my strengths to your bottlenecks and challenges

- › Challenging the status quo and bringing clarity
- › Leading complex projects with strong communication skills
- › Integrating different stakeholder groups and motives
- › Connecting leadership- and operational teams
- › Navigating with strategic and innovative competence



II. SOLUTION BLOCKS 1/3

Example Solution Block – THE FUNDAMENTALS

> **Focus-Sparring**

Choose this block to let me challenge the alignment of your project goals and approach with your overall strategy in order to anticipate what matters most for long-term success.

Focusing on outcome-driven results, rather than mere outputs, I will shed light on driving business development and innovation to stay ahead of the curve in dynamic times.

Sparring, Calls/Meetings

> **Data-driven concepts**

Through rigorous data collection, we translate insights into actionable roadmaps, developing and implementing solution concepts tailored to needs, not opinions.

I'll guide you through a systematic process, grounded in informed decision-making, prioritizing key insights, seamless implementation and measuring success.

Deskwork, Calls/Meetings, Workshops



- - - Contact me for individual solutions and offers - - -

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II. SOLUTION BLOCKS 2/3

Example Solution Blocks - **BEFORE** A PROJECT

BEFORE A PROJECT

Your...

- › ambition is to innovate your business
- › goal is to build and grow business models
- › direction with first ideas or projects is clear

But,

- › your board expects profound business cases
- › you don't have the capacity to lead that initiative
- › you need expertise to create solutions
- › you feel trapped and blocked

› **Business Case Generation**

I facilitate your team in creating business cases, identifying stakeholders, and gathering necessary information. Together, we structure your storylines, decide on business models, strategies and compile calculations. I ensure your case is presented with clarity, setting the stage for management approval and successful implementation.

Deskwork, Calls/Meetings, Workshops

› **Change Event Facilitation**

I craft compelling storylines with authentic narratives. Further, I design, prepare and facilitate events with interactive elements and powerful keynotes to engage, inspire and ignite momentum in order to encourage collaboration, and to create the fundament for successful innovation and transformation processes.

Deskwork, Calls/Meetings, Workshops

› **(AI-) Use Case Identification**

I guide a cross-functional team of experts within your company, identifying mission-critical use cases, enhancing the most valuable processes. We conduct thorough assessments based on >20 structured items to elaborate the effectiveness of use case ideas. We define prototype and target KPI's for successful implementation..

Deskwork, Calls/Meetings, Workshops



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II. SOLUTION BLOCKS 3/3

Example Solution Blocks - **DURING** A PROJECT

DURING A PROJECT

You...

- › already started a project
- › have a clear strategy and/or goals
- › appointed ressources and structure

But,

- › you are missing measurable results
- › you burn high monthly budgets
- › you observe conflicts and politics within teams
- › you feel high pressure to solve that situation

› **Project Implementation**

I deliver project implementations by setting clear outcome goals, planning milestones and sprints, conducting tender processes, prioritizing activities, fostering collaboration, addressing obstacles, monitoring progress, and effectively communicating results.

Deskwork, Calls/Meetings, Workshops

› **Product Refinement**

I challenge the actual situation in your product development and assess the convergence of user needs, product architecture, feature concepts and internal factors like priorities and resources . You will get a concrete action plan to untie the knot.

Deskwork, Meetings, Workshops

› **Business-IT/Tech Alignment**

I orchestrate all relevant stakeholders, include their priorities to bridge the gap between the views of Business and IT. Using business architecture methods, I ensure that technology fully backs the business objectives and enables productivity, innovation and growth. The results are mutually understood strategies and a intertwined roadmap to fully support the needs of users, employees and customers

Deskwork, Meetings, Workshops



- - - Contact me for individual solutions and offers - - -

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III. SELECTED CASES

BUSINESS DEVELOPMENT CASES



Leading media company and digital pioneer in Europe

Built a Marketing & Sales Platform with B2B service processes for 28 Media Brands

As the Project Lead, I successfully spearheaded the development of a comprehensive Marketing & Sales Platform for 28 media brands including integrated operational B2B service processes.

In this role I oversaw and developed the business case including board approval, the innovative design concept, the creation and implementation phase of this central E-Commerce platform for physical and digital subscription models as a pivotal component of the overall sales digitalization strategy and Hub for all online and direct marketing activities.

Through meticulous planning and execution together with my IT counterparts, we were able to solve the biggest challenge: The bi-directional integration of the existing SAP System to ensure efficient processes and to fulfil customer expectations.

The outcome: a full platform-service for media brands, launched within 12 months including SAP integration and break-even achieved in under 4 years – a full year ahead of the business case projections."

2010-2012



Leading IT Provider for 5 federal states in Northern Germany

Pioneered new business field „New Work“ and developed new B2G services

As Project Lead and Advisor “Transition Management”, I co-led together with the internal expert the development of the "New Work" business field, creating innovative B2G services.

In these roles I crafted an overall strategy, a compelling business case for co-working services, successfully led implementation and pilot projects, won new clients and supported the director in reorganization of the division with impulses for innovative organizational approaches and moderating the annual kick-off event. During the pandemic I designed and facilitated a workshop series for a leadership team of the “Staatskanzlei Schleswig-Holstein” about Future Government.

Key achievements include delivering pilot projects, designing, negotiating and signing of a complex 3-party B-2-B-2-G contract and successfully implementing a "Co-Working" lighthouse project with local government, as well as a market analysis for a pilot municipality as basis for later implementation.

2020-2022

III. SELECTED CASES

ORGANISATIONAL DEVELOPMENT CASES



Leading media company and digital pioneer in Europe

Established new department „Product Management & Social Media“

As Head of 'Product Management & Social Media,' I formed and established a new department for digital B2B sales platforms.

In this role I implemented an agile, market-oriented department with a growing diverse team of 20+ internal and external experts.

By later restructuring into a satellite organisation and shifting from project- to product philosophy, I fostered self-organization, motivation and adaptability for the expansion strategy.

Key outcomes include efficient, structured IT and Business operations, significant improvements in ikiosk Epaper App performance, innovative product prototype for unbundled content on board level. Another highly innovative solution was a comprehensive customer service social media strategy and procedures based on the integration of contextualized Social Media Listening tools.

2012-2015



Leading IT provider for German Sparkassen financial group

Designed and facilitated 2-day „Agile-Shift“ workshop with 60 developers

As Agile Change Facilitator, I was mandated by the director to design and lead a 2-day workshop with 60 IT developers, catalyzing a cultural shift towards agile methodologies.

For preparation I clarified the goals with the stakeholders, explored the current sentiment about that topic within the teams of the organisation, created a suitable storyline and agenda, integrated internal speakers, generated complementary presentations and, most important, developed practical, interactive sessions and transformational elements including room set-up adaptations.

The result was remarkable: despite initial hesitations, even negative position, the workshop reversed this initial skepticism and created a collective curiosity for agile adoption and swift implementation.

2018

III. SELECTED CASES

DIGITAL TRANSFORMATION CASES



Leading player for Heating and A/C Solutions in 60 countries

Initiated intranet transition and developed entry page for future Digital Workplace age

As the Project Lead, I Initiated and orchestrated a strategic shift of the global intranet into the digital workplace area.

Beginning with analysing the existing intranet and Digital Workplaces landscape, I crafted a vision of a possible future role of the intranet, integrating the views of all relevant stakeholders.

In the next phase, I designed a concept for qualitative and quantitative surveys to systematically assess the actual needs regarding the existing and future intranet within the workforce - identifying over 200 requirements across 5 key action fields.

Now, a new, co-creative, interdisciplinary approach to integrate expert perspectives to solutions had been approved by the CIO.

Equipped with these insights, we created a backlog, prioritized next developments and designed a new entry page into the global digital workplace as a gateway to all tools, information, and collaboration.

2020 - 2023



Leading provider for Internet Services in Germany

Initiated to re-build central address sourcing-database & quality processes

In the role of a Key Account Manager, it was my responsibility to deliver highly ambitious acquisition goals for new DSL (Highspeed Internet) customers.

To reach that, I began analysing existing marketing activities and channels, calculated marginal cost-per-customer and allocated budgets mainly to outbound telemarketing, a highly effective channel this time – used by most internal sales departments.

With the intention of reducing legal risks, optimizing marketing costs and increasing performance of existing practices, I initiated to re-build a central address database and -sourcing system and introduced new quality assurance processes.

At the end I led the negotiation of a groundbreaking contract with Germany's largest lead generation supplier which set new standards in the market of lead. In peak times we delivered 1.5 million addresses per month to call-centers for all departments.

2005 - 2007

III. SELECTED CASES

SUSTAINABLE BUSINESS ACTIVITIES



2023

Successfully accomplished 6 week UN education program for selected participants

“Paris Agreement on Climate Change as a Development Agenda (PACCCA)”

SUMMARY:

Key elements of interrelations between the *Paris Agreement on Climate Change*, the *2030 Agenda*, the *SDG's* and the role of *climate action* in the broader context of five critical dimensions: *People, Planet, Prosperity, Peace & Partnership*

LEARNINGS AND REALISATIONS:

Climate change is **not** a one-time event! Once we surpass **tipping points**, the consequences become irreversible. **Private sector innovation** has the potential to combine sustainable & economic development, with **financing** mechanisms and **capacity** building playing crucial roles. Climate change **adaptation** will become highly relevant but competes with resources for mitigation efforts. While **decarbonization** is the most urgent priority, establishing a **circular mindset** to stop our planetary resources exploitation ."

2023



FIVE ►

On-field market research about sustainability at COP28 and in the hospitality sector in UAE

Fueled by the UN program, I decided to deepen my knowledge in sustainability in direct talks with experts, covering a broad set of angles to this holistic field.

Through attending at events like COP28 and the Sustainable Cities in Action Forum in Dubai, I connected to countless inspiring **personalities** and have gained valuable **insights** about the status quo and actual **challenges** in this global transformation.

Choosing **Hospitality** as my focus sector, I proactively reached out to leaders and managers of pioneering hotel **brands** on their way to sustainable businesses. Due to the immense number of daily guests and employees, the potential **impact** these venues can have on peoples **mindset** and behavior can be game-changing.

Following the belief about the importance of mindset in change processes, I started to promote positive **stories** of founders and their solutions in sustainability via my **LinkedIn** presence.

2023+

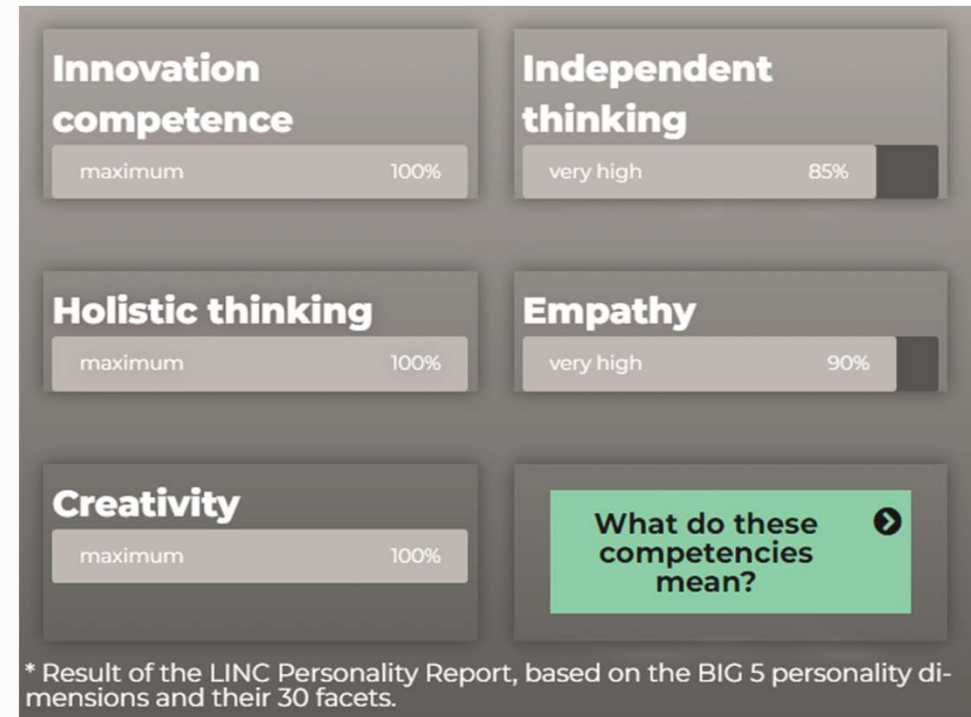
IV. COMPETENCIES

Competencies with the strengths to create, innovate and build

EXPERIENCE BASED COMPETENCIES

Creating Innovative Results	Perceiving and Communicating Complexities
Combining Strategy- and Execution Skills	Leading through Visions and Participation
Guiding People to Personal Growth	Analysing and Identifying Patterns

PERSONALITY* BASED COMPETENCIES



V. EXPERIENCE

25+ years experience in developing businesses backing your path forward

1995 – 2009

Marketing & Management

Online-Marketing
Channel Attribution
Process Optimisation & Automation
Established Data Sourcing & -Qualifying Systems
Social Media Listening Solutions

2009 – 2015

Corporate Business Building

Built Digital Sales B2B Platform from 0
Established Digital Product-Mgt & Social Media Department
Created Agile & Self-Organised Teams
Invented unbundled media content portal

2015 – heute

Business- & Personal Development

Realised Corporate Business Field 'E-Commerce'
Implemented Social Intranet Concept
Personal & Team Development
Guest Lecturer 'Leadership & Digital Skills'

2021 – today

Co-Creation & Business Building

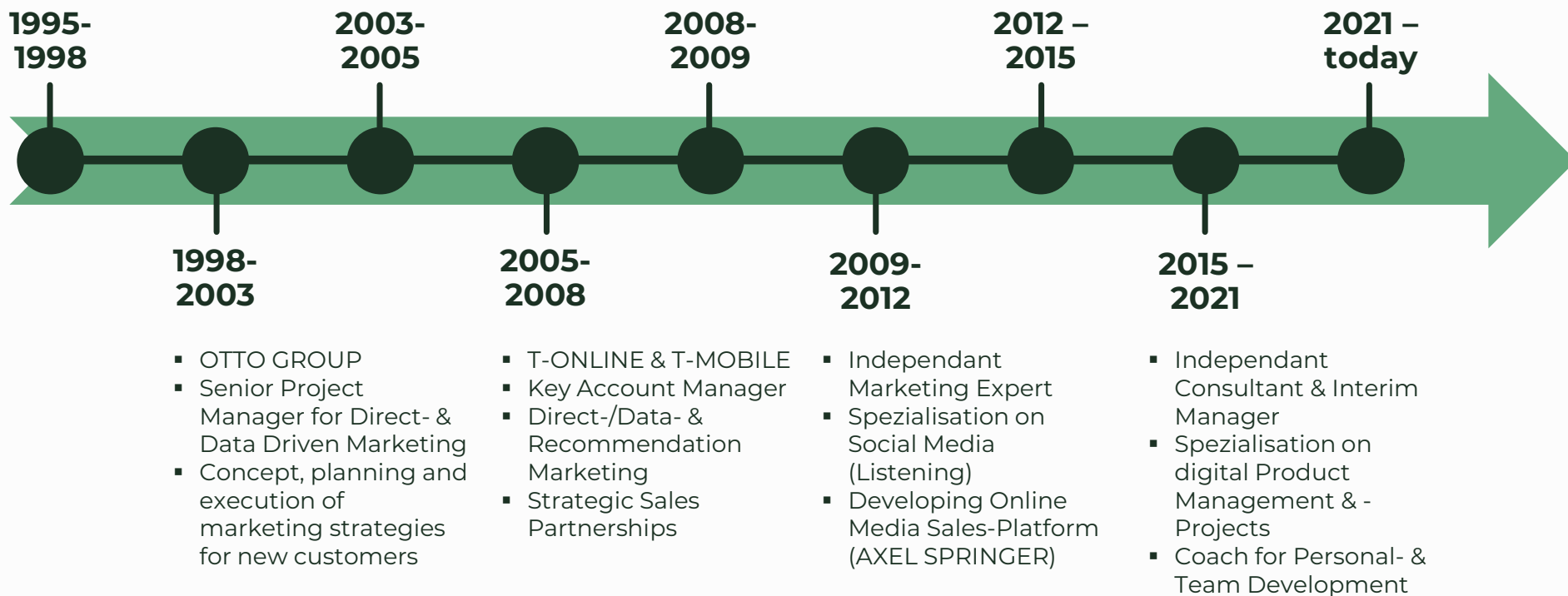
Started Corporate Business Field 'New Work B2B Solutions'
Developed Digital Workspace Vision to Future Concept
User focused development process
Founded Network Company

E-Commerce & Retail > Telco & Internet > Publisher & Media > Real Estate > Industry > Education > IT > Government >



V. EXPERIENCE – PROFESSIONAL BIOGRAPHY

- WIRTSCHAFTS-
AKADEMIE HAMBURG
- Graduated in Business
Administration /
International
Marketing
- Final Thesis “Intranet
introduction in
corporates”
- BAUR VERSAND
- Head of Customer
Acquisition
- 7-digit revenue
- Concept & realisation
of new loyalty
program
- LYCOS EUROPE
- Director European
Marketing
- AXEL SPRINGER
- Head of Product Mgt
& Social Media
- A-VOLUTION
- Network Founder
- Advisor for applied
Innovations &
Company
Development



VI. EDUCATION

ORGANISATIONAL- & PERSONAL DEVELOPMENT

2023: Certified Shipmaster ‚Sport-See-Schiffer-Schein‘ (DSV, Deutscher Segler Verband)

2021: Qualified in Online Constellation Board Tool & Method

2020: Certified LPP Senior Coach for LINC Personality Profiler

2018

- Certified ID37 Profile Master (ID37 Company)
- Certified Team Creator (Teamworks / Leuphana University)

2015: Qualified in ‚Sanford Meisner Technique (Martz&Walker Performance Training)

2014: Certified Reiss Profile Master

BUSINESS- & TECHNOLOG DEVELOPMENT

2023+: Research Expeditions to Dubai / UAE around Future Foresight, Web3, Innovation, Sustainability and Hospitality

2023:

- Qualified in Innovation Foresight (Dubai Future Academy)
- Certified in ‘The Paris Agreement on Climate Change as a Development Agenda’ (UN System Staff College)
- Qualified in ‘Holistic IT Strategy: IT Governance, Risk, Alignment and Disruption’ (Cyber-Akademie)

2019: Qualified in ‘Basics Artificial Intelligence, Machine & Deep Learning’ (Software Factories)

2017: Certified Professional Product Owner I (scrum.org)

1998: Degree in Business Administration / International Marketing (Wirtschaftsakademie Hamburg)



From my own experiences in management and leadership positions, I am aware that expertise is only one factor to a successful cooperation.

In our collaboration you also benefit from my foundation:

- ▶ All-in **mentality** from strategy to results
- ▶ Full **loyalty** until the committed goals are achieved
- ▶ Independent, solution-orientated work **ethics**
- ▶ Creative, integrating and positive **mindset**
- ▶ Open, honest and reflected **feedback**
- ▶ Holistic **sparring** in decision processes
- ▶ Space for innovation and **growth**



Thank you for your time – Looking forward to start together



Example Solution Blocks to support you:

- ▶ Focus-Sparring
- ▶ Change Event Facilitation
- ▶ Business Case Generation
- ▶ (AI) Use Case Identification
- ▶ Project Implementation
- ▶ Product Refinement
- ▶ Business-IT/Tech Alignment

Arrange your call here



<https://meetings-eu1.hubspot.com/sascha-adam>

OR

Contact me for individual solutions and offers

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