

Curriculum Vitae

Name: Marc Nikolai Kreisel
Date of birth: 19th of December 1965
Nationality: German



Successful marketing

is based on consistent differentiation in performance and appearance
with the objectives of sustainable customer orientation and maximum visibility
according to the principles of a clear attitude

- Service instead of bribery
- Honesty instead of deception
- Surprise instead of standard
- Ideas instead of algorithm
- Conviction instead of persuasion
- People lead systems

Offenbach, 25th of June 2017

Marc Kreisel

Professional Background – page 1/2

OBI DIY Group:

Director Marketing Central Europe

Since 01st of October 2016
Leadership of 15 employees in 4 teams

International Leadership & Coordination,
Brand communication, trade marketing, operational marketing

HORNBACH DIY Store Corporation: Head of international coordination, assortment & trade marketing

Since 01st of October 2015 reporting directly to the Executive Board
Leadership of 15 employees in 4 teams

International Leadership & Coordination,
trade-marketing, assortment Marketing including private label

HORNBACH DIY Store Corporation: Head of strategic & operational marketing

Since 01st of March 2013 reporting directly to the Executive Board

Leadership of about 50 employees in 7 teams
Strategy & planning, Brand communication, Buying, Marketing analysis & media, trade marketing

HORNBACH DIY Store Corporation: Head of trade marketing

Since 01st of January 2009 reporting directly to the Executive Board

Leadership of 18 employees in 3 teams
private label marketing, visual merchandising, project orientation

HORNBACH DIY Store Corporation: Head of private label development & project orientation

Since 01st of January 2006 reporting directly to the Executive Board

Leadership of 9 employees
In 2005 development of the Hornbach store brands strategy including the private label marketing system

HORNBACH DIY Store Corporation: Head of project orientation

Since 01st of March 2004 at the Hornbach Baumarkt AG, leadership of 6 employees

Implementation of the strategic positioning "No. 1 for projects "with all the necessary measures and optimizations with regard to marketing, assortment, HR-training, services, surface changes

Professional Background – page 2/2

SIGMA SPORT: Marketing Director International & Key Account Director large retailer

SIGMA SPORT since 01st of August 2001 until 28th of February 2004
Key Accounting of large international retail customers in addition to the Head of Marketing

SIGMA SPORT: Marketing Director International

since 01st of February 1997 until 28th of February 2004
at the SIGMA Elektro GmbH, Neustadt/Weinstrasse, Germany - SIGMA SPORT
International brand for cycle computer, cycle lighting systems and heart rate monitors
Leadership of 8 employees in media, telemarketing and art department

Responsibility

- marketing strategy, ad agency management, media, budget management, controlling
- marketing management of international subsidiaries companies
- planning and organization of about 20 fairs worldwide a year

INTER-UNION: Advertising Director

INTER-UNION since 01st of April 1991 until 31st of January 1997
at the INTER-UNION Technohandel GmbH, Landau/Pfalz, Germany
Responsible for the marketing service activities for the brand ranges:
NIGRIN car care, UNITEC and PROFEX car accessories, PROFEX bike accessories

Responsibility

- advertising, ad agency management,
- Trade Marketing activities, Below-the-line / POS – activities
- PR, market research, budget und controlling
- customer events

INTER-UNION: Assistant to the advertising director

Since 01st of October 1990 until 01st of April 1991
at the INTER-UNION Technohandel GmbH, Landau/Pfalz, Germany

Ad agency Reinhard & Partner: Advertising Manager Education

Since 01st of April 1988 until 20th of June 1990;
at the ad agency Reinhard & Partner, Bad Dürkheim, Germany
Prior to a six-month internship in this agency.

Offenbach, 25th of June 2017

Marc Kreisel

Skills and competences – page 1/2

<p>Management and leadership skills</p>	<ul style="list-style-type: none"> • Experience in corporate structures & medium-sized enterprises • More than 20 years of management & leadership experience • Disciplinary management of up to 50 employees • International technical management of up to 30 employees • Employee management by objectives and results agreement • Definition of the annual marketing strategy in consultation with the board and the operating units
<p>Marketing</p>	<p>26 years experience in</p> <ul style="list-style-type: none"> • Brand development & brand management • Use in all channels and media, Offline, Online, ATL & BTL, • Trade marketing, fairs, trade shows, events, etc • Operative advertising • Private Label development & management, signing, visual merchandising • Marketing intelligence: research, controlling analytics
<p>Marketing Intelligence: Strategy + Finances + Analytics</p>	<ul style="list-style-type: none"> • Responsibility for a nearly triple-digit million-euro budget • Developing annual marketing strategy and target system → responsible for channels / media / derived steps • Compliance with the marketing and advertising dimensions • Target group definitions as well as strategic derivatives thereof • Installation of Market Research in Marketing
<p>Agency-skills</p>	<ul style="list-style-type: none"> • Global brand management / creative agency • National and regional advertising agencies • Media agencies nationally and internationally • Shop and exhibition stand builders • Market research with GFK, TNS and smaller service providers • Marketing consulting services, such as Brandmeyer, etc.
<p>Internationality</p>	<ul style="list-style-type: none"> • Business leadership of all Hornbach foreign country Marketing Director • 7 years of global trade experience • International experience: North/South America, the Far East, Europe • English: understand C1, B2 speak, write B2 • French: listening, speaking, writing A2/A1

Skills and competences – page 2/2

Product and sector expertise	<ul style="list-style-type: none"> • Retail international/national • DIY • Sports • Agency
Process Competence	<p>Preparation + implementation of transversal processes</p> <ul style="list-style-type: none"> • Marketing strategy • Campaign development and production • Media international • Customer projects, construction/ DIY • Private label
Optimization and project competence	<ul style="list-style-type: none"> • Establishment of a marketing analytics department • Establishment of a private label program and cross-sectoral processes • Establishment of a cross-divisional DIY project program • Establishment of a Visual Merchandising unit • Many individual projects in relation to customer issues in the DIY sector
Methodological skills	<ul style="list-style-type: none"> • Creative will and implementation skills in pragmatic basic orientation • Safe handling of methodological tools and standard application software
Communication	<ul style="list-style-type: none"> • Safe in communication and presentation • Practice in listening
Skills	<ul style="list-style-type: none"> • Creativity • Professional working style and process thinking • Seriousness and reliability • High cost awareness • Flexibility and ability to work under pressure
Work-Life-Balance	<ul style="list-style-type: none"> • White water canoeing • Alpin Ski

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