



DR. MARTIN KOCHON

Curriculum Vitae

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Project overview Interim Management

1. Interim Manager/Consultant Key Account Management

- a. Company: SSB AG
- b. Area: Public transportation
- c. Location: Stuttgart
- d. Duration: 6 months (06/23-12/23)
- e. Focus: Sales process optimization, strategic realignment of key account management, creation of a KAM process manual

2. Interim Manager Key Account Management

- a. Company: FrieslandCampina
- b. Division: Dairy/FMCG
- c. Location: Düsseldorf
- d. Duration: 5 months (02/23-06/23)
- e. Focus: Food retail, key account management, national support for customers Kaufland and Edeka

3. Interim Manager Key Account Management

- a. Company: Essity GmbH
- b. Area: Paper/FMCG
- c. Location: Mannheim
- d. Duration: 15 months (09/21-12/22)
- e. Focus: Food retail, key account management, national support for customers Rossmann and Edeka

What are my unique selling points?

My strengths clearly are in sales and marketing, both operationally and strategically and are complemented by experiences and assignments in the area of strategic and operational procurement management. For over 20 years, I have been involved in sales development and expansion as well as marketing strategies. I am very focused, performance-oriented, a team player, but also can successfully solve major challenges on my own, successfully implement entrepreneurial thinking every day, can present and solve structural problems very well, I am very flexible and can be deployed to customers very quickly. My corporate experience in the food retail and FMCG sectors, my consulting experience in strategic purchasing and my work as a managing director and shareholder of my companies help me to do this successfully. Sporting and entrepreneurial ambition as well as transparent and friendly communication round off my profile.

To Person

*** 06.06.1974 in Hindenburg/Upper Silesia
married, 3 children**

Professional Background

06/2023 – 12/2023

Interim Manager/Consultant

**Project: SSB AG, Stuttgart, Germany
Key Account Management/Process consulting**

Focus on:

Supporting the KAM team in operational activities and strategic core issues in the field of public transport / mobility

- Key account management
- Sales and marketing expertise
- Process optimization of the entire KAM area
- Creation of a KAM process manual
- Comprehensive interface topics with all specialist departments
- Processing strategic new customer enquiries
- Analyses, evaluations, inventories, optimization proposals

02/2023 – 06/2023

Interim Manager

**Project: FrieslandCampina, Duesseldorf, Germany
Key Account Management for Kaufland and Edeka Group**

Focus on:

- Industry: FMCG
- National responsibility
- Sales and budget responsibility
- JG negotiation within the investment framework
- Handling and handover of the sub-portfolio Land liebe, Südmilch and Tuffi as part of the sale to the sale to the T. Müller Group
- Assortment planning and optimization in cooperation with category management
- Negotiation and implementation of price increases

09/2021 – 12/2022

Interim Manager

**Project: Essity GmbH, Mannheim, Germany
Key Account Management for Rossmann and
Edeka Group**

Focus on:

- Industry: Hygiene paper and personal care
- National responsibility of the client Rossmann
- Support for RTG integration Rossmann
- Support for the Edeka regions Minden, Rhein-Ruhr, Nord, Budni, Handelshof and Stroetmann
- Sales and budget responsibility
- JG negotiation within the investment framework
- Assortment planning and optimization in cooperation with category management
- Negotiation and implementation of price increases
- Store checks, tracking delivery performance, participation in sales meetings, conferences and seminars
- Collaboration with all specialist departments
- Processing international inquiries

01/2012 – now

Turbo Clean Technology GmbH, Meerbusch, Germany, Shareholder and Founder

Focus on:

- Product and strategy development of our overall concept Turbo Clean (www.turbo-clean24.de),
- worldwide sales and marketing development with the largest partner McDonald's and all national TOP 10 system catering customers,
- supplier management and annual meetings,
- strategy and implementation of the Witzigmann umbrella brand concept throughout the german food retail sector as well as Austria and Switzerland.

09/2011 – now

**B2K Trading GmbH, Duesseldorf, Germany
Managing Director and Founder**

Focus on:

- Advising national and international customers in the areas of sales development and expansion as well as distribution,
- coverage of the entire range from the strategically relevant conception to operative sales focus on german food retailing, Austria, Switzerland and Asia,
- integrative competence as a driver for flexible, fast and individual management solutions,
- trading company for customers with hard-to-market surplus goods at international level.

02/2010 – 08/2011

**Active International GmbH, Duesseldorf,
Germany, Sales Director**

Focus on:

- Direct reporting to the Management,
- contract negotiations and conclusion,
- presentations of the corporate trading business model at Managing Director and board level,
- Key Account Management at a crosssectoral level.

11/2005 – 01/2010

**L'ORÉAL Deutschland GmbH, Duesseldorf,
Germany, Nationaler Key Account Manager**

Focus on:

- Project manager for the L'Oréal Paris brand for the Edeka Group and the discount customer Plus,
- technical responsibility and instructions to the field force,
- participation in annual meetings,
- negotiation of promotions, listings and category measures,
- full national sales and budget responsibility (€ 120 Mill.)

06/2004 – 10/2005

**Europcar Autovermietung GmbH, Duesseldorf,
Germany, Assistant Account Manager**

Focus on:

- Direct customer support at the point of sale,
- strategic support for the area manager by optimizing the sale and sales processes,
- implementation of customer satisfaction analyzes and competition analyzes.

04/2002 – 03/2004

**Gerd Kerkhoff Consulting GmbH, Duesseldorf,
Germany
Consultant und Project leader**

Focus on:

- Strategic and operational procurement optimization.
- Accompanied projects in the following industries:
 - Telecommunication services
 - Feed industry
 - Steel trade
 - Power supply
 - Health technology

Dissertation

02/2004 – 12/2007

**University of Economics Cracow, Poland
Area: Logistics / Procurement**

Topic: "Significance of new information and communication technologies for the strategic procurement management"

Degree: Dr. rer. oec.

Publications:

- Strategic importance of procurement management within the company (Kraków University of Economics, 2005),
- International Management within the globalization process (Cracow University of Economics, 2005),
- BME Eastern Europe Day on September 30, 2004 in cooperation and at the Frankfurt Chamber of Commerce (BME, rnr-Zeitung, issue 68, February 2005).

University

10/1996 - 11/2001

**Business Administration at the Westfaelische
Wilhelms-University Muenster, Germany**

Focus: **Marketing** (grade: 2.0),
International market management (grade: 2.3)
Degree: Diplom-Kaufmann in the 9th semester

Duesseldorf, March 2024



Dr. Martin Kochon