



DR. MARTIN KOCHON

Curriculum Vitae

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Project overview Interim Management:

1. Interim CSO

- a. Company: **Geras24 GmbH**
- b. Sector: Digital platform/Start-up
- c. Location: Düsseldorf
- d. Duration: 10/25 – now
- e. Focus: Strategic and operational sales development, acquisition of new customers and expansion of existing strategic partnerships, strategic planning of a 5-year plan, and other strategic developments and milestones

2. National Interim Key Account Manager

- a. Company: endori GmbH
- b. Sector: FMCG/Food
- c. Location: Düsseldorf/Bamberg
- d. Duration: 01/25 – 10/25
- e. Focus: Retail (LEH), Strategic Sales and Reorganization, Key Account Management, National support and development of the customers Edeka as well as industrial clients, close collaboration with management as well as product development, marketing, and purchasing.

3. International Interim Key Account Manager

- a. Company: Bonduelle / BDG GmbH
- b. Sector: FMCG/Food
- c. Location: Düsseldorf/Reutlingen
- d. Duration: 09/24 - 01/25
- e. Focus: Retail, Key Account Management, national and international support and development of the customers Kaufland and Rewe, as well as international negotiations with Eurelec and EMD/Agcore, close collaboration with Shopper Marketing, Sales Management, and Corporate Management, strategic sales optimization

4. National Interim Key Account Manager

- a. Company: sebamed / Sebapharma GmbH
- b. Sector: FMCG/Cosmetics & Personal Care
- c. Location: Bad Salzig/Düsseldorf
- d. Duration: 04/24 - 11/24
- e. Focus: Retail trade, national support and further development of the customers Rossmann, RTG, Rewe, and Metro, close collaboration with the management board and company owners

5. Strategic consultant / Restructuring

- a. Company: SSB AG
- b. Sector: Public Transport
- c. Location: Stuttgart/Düsseldorf
- d. Duration: 06/23 - 12/23)
- e. Focus: Sales process optimization, introduction of the Germany ticket, strategic realignment of Key Account Management, creation of a KAM process manual, direct reporting to the Executive Board, strategic sales reorganization

6. National Interim Key Account Manager

- a. Company: FrieslandCampina
- b. Sector: FMCG/Dairy Products
- c. Location: Düsseldorf
- d. Duration: 02/23 - 06/23
- e. Focus: Retail trade, Key Account Management, national support of the customers Kaufland and Edeka, support during the partial company sale to the Theo Müller Group, close collaboration with shopper marketing as well as company management and the international headquarters

7. Nationaler Interim Key Account Manager

- a. Company: Essity GmbH
- b. Sector: FMCG/Hygiene, Paper, Home Care
- c. Location: Mannheim/Düsseldorf
- d. Duration: 09/21 - 12/22
- e. Focus: Retail trade, strategic sales development, key account management, national management of the customers Rossmann and Edeka, close collaboration with shopper marketing, sales management, and European head

Awards Received: Interim Manager of the Year 2024 awarded by AIMP

Partnerships: Executive Partner at mysolity, Partner at Global Solutions

Shareholder: Turbo Clean Technology GmbH, B2K Trading GmbH

To Person

* 06.06.1974 in Hindenburg/Upper Silesia
married, 3 children

Professional Background

09/2021 – now

Interim Manager Sales, Business Development & Strategy

01/2012 – now

Turbo Clean Technology GmbH, Meerbusch

Shareholder and Founder, specific 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 Witzigmannn umbrella brand concept throughout the german food retail sector as well as Austria and Switzerland.

09/2011 – now

B2K Trading GmbH, Duesseldorf

Managing Partner and Founder, specific 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 sales solutions, trading company for customers with hard-to-market surplus goods at international level.

02/2010 – 08/2011

Active International GmbH, Duesseldorf

Sales Director, specific 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 cross-sectoral level.

11/2005 – 01/2010

L'ORÉAL Deutschland GmbH, Duesseldorf

National Key Account Manager, specific 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.)

Junior Key Account Manager, specific focus on:

Direct customer support for three Edeka trading partners (grocery and discount) and two Rewe trading partners, sales responsibility (€ 15 million) and budget responsibility.

Junior Manager, specific focus on:

L'Oréal Paris brand with direct customer support, strategic support within the Metro Group and Rewe Group, sales responsibility (€ 10 million) and budget responsibility.

06/2004 – 10/2005

Europcar Autovermietung GmbH, Duesseldorf

Assistant Account Manager, specific focus on:

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

04/2002 – 03/2004

Gerd Kerkhoff Consulting GmbH, Duesseldorf

Consultant und Project leader, specific 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, rmr-Zeitung, issue 68, February 2005).

University

10/1996 - 11/2001

Business Administration at the Westfaelische Wilhelms-University Muenster

Focus: **Marketing** (grade: 2.0),

International market management (grade: 2.3)

Degree: Diplom-Kaufmann in the 9th semester

01/2000 - 03/2000

Diploma thesis

Focus: **Marketing** (Prof. Backhaus)

Topic: "**Internet-based teleservice - an example-based analysis** "

Scholarship / study abroad

02/1999 - 06/1999

School of Economics and Management Lund University / Sweden - partner university

Focus: Brand Management, International Marketing, Management Consulting

Duesseldorf, October 2025

Dr. Martin Kochon