



PROFILE

International and multicultural technical oriented competent Manager with 21 years of experience as sales manager, project manager, turn-around manager and Managing Director (9 years) as well as 7 successful years as entrepreneur helping companies significantly increase Revenue and earnings.

I have been certified as being authentic, analytical thinking, customer oriented and assertive.

STILE

Inspiring, cooperative, and communicative

FOKUS

Sales & Business Development / General Management

PERSONAL

- Born January 18th 1964 in Hagen (Germany)
- Married, 1 daughter (24 years old)
- High flexibility for travel

CAREER

Since 2008

aacini GmbH & Co. KG , Landshut Germany
Optisa GmbH, Munich Germany
President & Owner
Master Franchisee Sandler Training

Focus on Sales and Sales Management
2 Employees, 3 Associates/Trainer, 3 Sites

- Consulting, Training, Coaching, Personal Development
- Sales, Sales Management, Customer Service, Leadership and Enterprise Programs with focus on long lasting results

2002—2008

DuPont Performance Coatings GmbH & Co. KG
DuPont Pulverlack Deutschland GmbH & Co. KG, Landshut
Managing Director

P&L for Germany, Austria, Switzerland, Czech Republic, Hungary and Netherlands.

Member European Leadership Team

Sales, Manufacturing, R&D, Admin

Powder Coatings for Automotive Industry and Industrial applications

120 employees, revenue 30 Million Euro

Turned around Business in 2 years from 1Million Euro PTOI loss to break even

- Realignment of the Business strategy by moving from a traditional technical oriented to a sustainable results driven management strategy with emphasis on organic growth
- Business and portfolio segmentation and development as well as value oriented pricing strategy
- Consequent development of new markets and sustainable customer retention models with increased customer satisfaction
- Realignment of sales organisation and commercial partners
- Set up of own sales infrastructure outside of Germany and outsourcing of warehouses
- Sustainable turn- around through reduction of fixed cost structure by > 20%
- Centralization of Finance, Sourcing, IT and HR. Development and implementation of new organization and management system
- Holistic implementation of supply chain processes.
- Development of a new shift system and a working schedule model, to be able to transfer manufacturing volume from sister sites to be closed. (Manufacturing volume increase of 40% without adding fixed cost)
- Introduction of new technologies and R&D pipeline
- Very successful implementation of new centralized SAP system, ISO TS16549 and Six Sigma organization

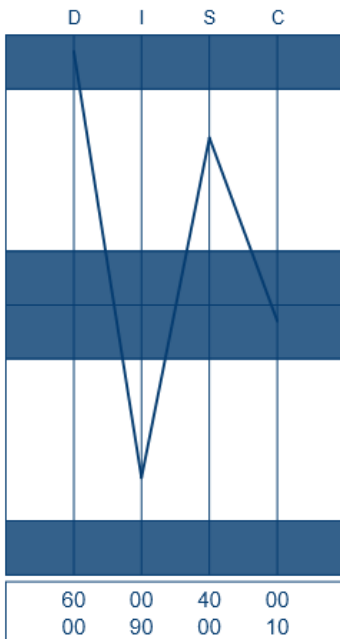
LANGUAGE

Spanisch ●●●●●●●●●●
Mother tongue

German ●●●●●●●●○
Mother tongue

English ●●●●●●●●○
Business fluent

DISC PROFILE



ASSOCIATIONS

- Marketing Club Niederbayern
- Bund der Selbständigen
- Manager Lounge

SOCIAL PROFILES

XING: https://www.xing.com/profile/WernerHJ_Wagner

LinkedIn: <https://de.linkedin.com/in/wernerwagner>

BOOKS PUBLISHED

„Social Selling — nie wieder Kaltakquise“
(ISBN-Print: 978-3-9818562-0-0)

“The concept of success
is behind everything I do”

Marketing Manager Automotive Systems & Member European Automotive Leadership Team (2005-2006)

- Development and execution of global marketing strategy, customer and product segmentation, Business intelligence
- Successful implementation of global pricing strategy (10% price increase in the automotive industry)

Business Administration Project Leader & Member European Competitiveness Core Team (2006-2008)

- Business Administration cost reduction projects >30 Million € cost reduction in IT, HR, Finance and Sourcing (Identification, planning and execution)
- Cost reduction projects in Supply Chain >8 Million € (Identification, planning and execution)

1999—2002

DuPont México S.A. de C.V. (Acquisition of Herberts México) Business Manager Automotive Systems & Business Manager Industrial Coatings

Member of North American Automotive Leadership Team
35 Employees (Sales & R&D), 30 Million USD (>17% ATOI)
At that time the most profitable region for the Business Unit

Pinturas Automotrices DuPont Kansai S.A. de C.V., Mexico (Joint Venture DuPont and Kansai Paints) Managing Director

- Integration of DuPont and Herberts organizations in Mexico
- Shut down of Herberts manufacturing plant in Ocoyoacac
- Implementation of Foil Business for Automotive protection
- Set up of strategic partnership with Origin (Japan, USA)
- New Business development for non automotive coatings
- Recovery of strategic OEM customers (Nissan, Chrysler)
- Increase of market share from 5% to 60% in 2 years

1993—1999

Herberts México S.A. de C.V., Mexico Sales Manager Mexico (1995-1999)

10 Employees (sales, technical service), 15 Million USD Revenue

- Introduction of new technology (waterborne, plastic coatings)
- Restructuring and realignment of the Industrial Coatings
- Business segment (wire enamel, impregnating resins, etc.)
- Development of adhesives Business (industrial adhesives)

Account Manager VW Mexico (1994 – 1995)

8 Employees (sales and technical service)

- Establishment of growth partnership with VW
- Dual Source partnership (1st supply contract)
- Development of wax product segment for the automotive industry (exterior and motor protection)
- Trading of Pfinder Chemie products in Mexico

Project Leader VW Dual Sourcing (1993 – 1994)

- VW Business rescue program

CONTACT

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Online Sheduling Sytem: <https://aacini.de/termin>

- 1989—1993** **Herberts GmbH, Wuppertal**
Coordinator Proline Team VW Wolfsburg (1991 – 1993)
10 Employees (sales, technical service and maintenance)
- Introduction of water based coatings at VW Wolfsburg
 - Introduction of the “Pro- Line” customer loyalty model
 - Start up support in VW for new coating line (>3,000 cars/day)
- Trainee-Program (technical and commercial) (1989-1991)**
- 1987—1989** **Herberts México S.A. de C.V. (BASA)**
Assistant of Managing Director

FORMATION

- 1983—1987** Universidad Nacional Autónoma de México, Mexico
Ingeniería Química (Chemical Engineering)
- 1980—1983** Centro Universitario México, Mexico City “Bachiller en Ciencias” (≈ Bachelor in Science)
- 1970—1980** Colegio Alemán Alexander von Humboldt, Mexico City

Markt Altdorf, March 15th 2017



Werner H. J. Wagner