

# Andreas Leander Halbig von Rooy

Wetzlarer Str. 12, 63128 Dietzenbach, Tel.: +49 6074 26172 / Mobil.: +49 172 810 6050, Email: halbigvonrooy@mybips.de

## Profile

Thought leader and mediator in a person with broad expertise and long experience in all functional areas of a company. Loyal in relation to the principles of corporate governance. Strictly in monitoring the normal operating regularity and consistency of the corporate strategy and laws (compliance). Persistent and goal-oriented. Representative appearance, very good manners. Successful Sales and Marketing Manager, international experience (11 years), multi-lingual.

## Areas of Expertise

- Multi-level market analysis. Strategic direction and planning.
- Product, price, communication and sales strategy. Development throughout the sales cycle: prospects, suspects, potential customers.
- Market-based business models. Monitoring and creating the conditions for the integration capacity of the company at an operational level. JV consultant for several organizations.
- Market consistent processing of all relevant market segments. Monitoring and control of requirements. Objective management and optimization of the entire sales cycle.
- Investment planning, financial and cash planning, measurement of liquidity.
- Negotiation and contract management

## Professional Experience

### Business Innovation Partners

2009-present

*Senior Consultant, Trusted Advisor*

- **GoebelundMattes GmbH:** business consulting, business development.
- **SAP AG:** market & product analysis, market development, corporate communication.
- **Federal Ministry for Family Affairs:** communication consultancy.

### GvRmarketing GmbH, Frankfurt

2007-2008

*Managing Director, Owner. Marketing, sales and communications consultancy.*

- **AXA AG:** direct mail contract.
- **KfW Bankengruppe:** database approach, dialogue marketing.
- **Sinus Sociovision GmbH:** growth strategy, re-structuring, re-financing strategy, M&A.
- **UBS AG Switzerland:** customer retention measures, development of a sales promotion program, various distribution channels, bonus program for the area of credit cards, market development.
- **Deutsche Bahn GmbH:** analysis of the cancellation behaviour of BahnCard customers.
- **Union Investment Group:** development and provision of a metaportal to individualize and personalize advertising through process automation.

### OgilvyOne Worldwide

1999-2006

*Executive, Client Service*

2002-2006

- **American Express Ltd. EMEA:** market development, business consulting, integrated communications, promotion and campaigns.
- **Telefonica SA:** market research, analysis, brand consulting and positioning, merger, business consulting, integrated communication campaigns.
- **SAP AG and EMEA:** market research & analysis, brand consulting and positioning, integrated communication campaigns.
- **Software AG:** market research & analysis, brand consulting and positioning, integrated marketing planning and communication design.

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### *Head of Consulting*

1999 - 2001

- **RMV GmbH:** market research & analysis, business consulting, marketing, commercial design of the electronic ticket system Rhein / Main.
- **DaimlerChrysler AG:** business consulting sales organisation, call center and sales channels.
- **Postbank AG:** market analysis, business consulting call center and sales channels.
- **AXA AG:** strategic consulting, business consulting, cross-divisional marketing conception, customer loyalty programs, cross-and upselling strategies.
- **Various national and international start-ups:** market research, analysis, business consulting, financial & cash planning, business modelling, entry-strategies, business plans, M&A support.

### **Siemens AG**

1976-1999

#### *Manager, Procurement, Erlangen*

1995-1999

Global restructuring of market and suppliers in coordination with R & D, production and logistics. Selection of new business partners with the aim of reducing net value added and to reduce complexity costs. Design and implementation of the first Web-based SCM- solution within the Group.

#### *Executive strategic and operational Corporate Audit, Erlangen*

1994-1995

Various strategic audits within the domestic market. General corporate Audit in South Africa

#### *Managing Director, BoD, Beijing, PR China*

1992-1994

Design and implementation of the first joint venture of Siemens in the PRC for Services. Design and implementation of various production lines for medical products. Import and Export of various Siemens products.

#### *CFO Beijing, PR China*

1989-1994

Supervision of all Siemens businesses in the PRC with operational responsibility for results (EBIT, EBITA). Development of the sales and technical organizations, including contractual (legal) services. Development of the commercial organizations. Structural design and implementation of the import and export services and logistics. Legal advice and execution of the Joint Venture Strategy of Siemens AG in the PRC (about 40 joint ventures).

#### *CFO, Riyadh, Saudi Arabia*

1983-1989

Development of the sales and technical organizations, including contractual (legal) services. Development of the commercial organizations. Structural design and implementation of the import and export services and logistics. Planning and execution of 22 turnkey large-scale projects (Hospitals and emergency facilities nationwide).

#### *Controller, Frankfurt am Main*

1976-1983

Sales and marketing of medical facilities and commodities to hospitals, university hospitals and physician offices. IT Design and coordination of the implementation within the technical departments.

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### Education, Training and Affiliation

**Kaufmännische Berufsfachschule Frankfurt am Main:** Industrial business education and training.  
BA (Business Administration)

**Leadership & Seminars:** Harvard Business School, Management of professional service firms, strategic business planning, negotiating skills, systems theories and analysis.

**Funded Seminars of Siemens AG:** Business funding seminar I & II, commercial accounting for CFO's I & II, various incentive and development seminars for the middle and upper management level of Siemens AG.

**Specialist Seminars, Siemens AG and Ogilvy:** Business process analysis, design and control of planning and control systems, quality management (Six Sigma, EFQM), process management: (Workflow, GPO, KVP, BSM, PSP), problem-solving techniques.

### Language skills

Englisch	:	fluent
Mandarin	:	basic knowledge
Arabic	:	basic knowledge

### IT and Computers

DBase, Oracle, MS Office, MS Project, Adobe, VISIO, Outlook, Explorer, Firefox, Safari