



## Positions:

### Product Lead

|          |              |
|----------|--------------|
| 6 years  | Rosenberger  |
| 14 years | Knürr/Vertiv |
| 4 years  | LightPointe  |
| 2 years  | Controlware  |

### Consulting

|         |             |
|---------|-------------|
| 5 years | Brain Trust |
|---------|-------------|

### Service

|        |             |
|--------|-------------|
| 1 year | DBP Telekom |
|--------|-------------|

## Contact

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## Personal

Born January 25, 1970 in Räckelwitz (Saxony)

Married,  
two adult children (19, 25)

Hobbies: Outdoor activities such as  
windsurfing, cycling, hiking, skiing, etc.

## Goal:

Leadership role at the interface of technology, product, and business—with a focus on making companies fit for the future through innovation, change management, and market-oriented product strategies.

## Mission:

- Prevent product flops
- Develop PM teams strategically.

## Profile:

Strategic product and technology lead with many years of responsibility for international portfolios in data center infrastructure, network technology, and IoT.

- Drives business transformation and innovation, from user- and market-driven approaches (jobs-to-be-done, output-driven innovation) to the implementation of scalable solutions.
- Combines leadership and change management experience with a deep technical foundation – tech-savvy, but consistently business- and impact-oriented.
- Designs future-proof structures at the interface of development, sales, and manufacturing and strengthens collaboration in intercultural contexts.
- Advocates a clear, structured, and committed work style—with the goal of leading companies toward sustainability, growth, and product excellence.

## Professional experience

Since 11/2025

**Ronny Mees B2B Product Strategy** | Vilshofen an der Donau | <https://www.b2b-produktstrategie.de> | Product Management, Innovation Management, Consulting, Mentoring

### Interim Manager

- Strategic Product Management
- Change Management
- Product Leadership

06/2019-20/2025

**Rosenberger-OSI GmbH und Co. OHG** | Augsburg | <https://osi.rosenberger.com/de/> Fiber optic cabling solutions and services for data centers, telecommunications, and industry | 830 employees | 14,200 employees in the group

### Product Manager

- Strategic and operational product responsibility for modular housing and cabling systems (FlexNET, SmartNET, Patch Location Rack Comfort)
- Management of the entire product life cycle, including market launch, positioning, and pricing
- Sales-related activities, including key account support, training, trade fair appearances, and solution design
- Management responsibility (2020–2022) and process responsibility in complexity management from 2023
- Optimization of product-related processes in sales, quotations, and lifecycle management (ERP-integrated)
- **Key results:**
  - Successful market launch of several new product lines
  - Increased efficiency through process optimisation in sales and development

05/2005 - 05/2019

**VERTIV Co. (formerly Emerson Network Power, formerly Knürr GmbH** | Arnstorf | [www.vertiv.com](http://www.vertiv.com) | Equipment and services for data centers | 18,000 employees

### Global Product Manager, Solutions Manager

- Responsible for product and solution portfolios in the area of data center infrastructure: PDU, racks, cabling, monitoring, security solutions
- Management of international product developments, OEM projects, and lifecycle processes
- Close technical cooperation with major customers (including cloud providers, automotive OEMs), sales teams, and development
- Establishment and management of interdisciplinary project groups, consulting on standards and system integration
- From 2016: Global responsibility for monitoring and access systems, including worldwide sales support and enablement
- **Key achievements:**
  - Development and market launch of intelligent PDU and rack monitoring solutions
  - Establishment of an OEM design as the industry standard in monitoring
  - Co-inventor of technical components for power distribution, cooling, monitoring, and access control

11/2001 - 04/2005

**LightPointe Europe GmbH | Dresden | [www.lightpointe.de](http://www.lightpointe.de) | Manufacturer of wireless optical point-to-point radio solutions | 80 employees**

#### **Product Manager EMEA**

- Responsible for coordinating product development between individual departments, market launches, and third-level support for sales
- Project management of standard-compliant (ISO9002) product launches from market analysis and product definition to sales launch
- Management of temporary project teams
- Direct support for a few key accounts (Deutsche Telekom AG, EMC<sup>2</sup>)
- Collaboration in international standardization committees (CEPT-ERO; ITU-T)
- **Key results:**
  - Led the development and launch of the best-selling FlightStrata
  - World first: FlightLight100 with PoE
  - Introduction of active website marketing (extranet pages, SEO, PPC)

04/2000 - 10/2001

**Controlware GmbH | Dietzenbach | *Product Manager***

10/1995 - 03/2000

**Brain Trust GmbH | Bad Homburg /Frankfurt | *Consultant***

09/1990 - 08/1991

**Deutsche Telekom AG | Torgau | *Service Employee***

## **Education**

09/1991 - 07/1995

**Dipl.-Ing. Communications Engineering (FH) | University of Applied Sciences of Deutsche Telekom AG | Leipzig**

*Thesis: Activities of foreign telecommunications companies in the Ukrainian market*

08/1989

Basic military service

09/1986 - 07/1989

**Skilled worker in communications engineering** and high school diploma | Deutsche Post company school | Leipzig

## **Further education and training:**

- **Product Management & Innovation**
  - **Certified Product Manager**, Trainer Peter Kairies, Jan–Feb 2014
  - **Jobs-to-be-Done & Output-Driven Innovation**, Strategyn, 02-03/2025
  - **Agile Product Management**, c43p, 11/2019
  - Social Selling, AS Computer Training, 11/2019
  - Various seminars on strategy, sustainability, human resources management (ongoing)
- **Leadership & Change Management**
  - **Agile Leader**, Steineis Augsburg Business School, 05/2025
  - **Certified Expert of Change Management**, 01–09/2025
  - **Perfect Execution Leader Training**, ENP Academy, 02/2015
  - Trainer course: The Science of Learning, ENP Academy, 07/2014
  - Ongoing management training in communication, compliance, etc.

- **Technology & IT expertise**
  - [Data center infrastructure](#)
  - Network technologies (IPv4/6, VoIP, MQTT, SNMP Profinet, etc.), protocols, system integration
  - Tools & systems: Jira, SharePoint, MS Teams, BPCS, Oracle, etc.
  - Practical technical training and OEM projects
- **Language skills**
  - German: Native speaker
  - English: Business fluent
  - Russian: Basic knowledge

## Additional information

- **General IT knowledge**
  - Office software & ERP:* Open Office, MS Office, MS Teams, SharePoint, Visio, Mural, Jira, BPCS, Siebel, Oracle, Pro@, various AI tools
  - OS:* MS Windows, Linux, MQX
  - Network technologies:* IPv4, IPv6, VoIP; Ethernet 802.x, xWDM (basics); ATM; xDSL, SNMP, LDAP (basics) MQTT (basics), JSON (basics) and much more.
  - Programming:* HTML; C++ (basics); Assembler (basics); Pascal (basics);
- **Publications**
  - Various product-related press releases and videocasts (e.g., on LinkedIn and YouTube)
  - "Highly reliable data centers using managed PDUs" | Emerson Network Power Blog | 10/2015
  - "Temperature monitoring in the conflict between energy costs and operational reliability" | IT Security | 06/2010
  - "Chassis solutions and cooling of telecom equipment" | Telekom Praxis | 03 – 04/2006
  - "The cable through the air" | Siemens - ConsultantInfo | 01/2005
  - "Morse code in the digital age" | LASER+PHOTONIK | 09/2003
  - "Free Space Optics in Carrier Networks" | Telekom Praxis | 08/2003
  - "Performance counts" | Lucent Technologies LUX | 01/2000
  - Various advertorials in "Funkschau" and "European Reseller"
- **Inventions:**
  - Bus arrangement, power distribution strip, intelligent blanking plate, combination socket, and much more.
- **Memberships:**
  - Personal member of VDE and IfKOM,
  - Occasional, project-related collaboration with Bitkom
- **Driver's license: A, B, BE**

Vilshofen, 5. November 2025