

CURRICULUM VITAE

Carsten Grieme

Master of Business Administration +
Master in Management and Team
Management

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Date of birth: October 12th, 1967 in
Hamburg

Marital status: Partnership, 1 daughter
(18 years)



Functional experience

- Several national and international Business Unit leadership assignments for cross functional teams including sales, marketing, service, finance, HR, business analysts, HEMA.
- National and international marketing director.
- VP level for national and international sales teams.
- Several C-Level management functions in large corporations.
- DVCT certified business coach.
- Sales consultant and coach with several years' experience in various B2B and B2C industry segments.

Business experience

- Business planning, development of expansion plans, define and execute investments.
- Drive restructuring initiatives.
- Develop and adopt grow strategies.
- Business turnaround in difficult business and market situations.
- 30+ years' experience in the Med-Tec industry (strategies to promote premium class technical solutions)
- Built up CRM processes and integrate solutions such as SFDC.
- Project management, commission schemes, change management.
- Team-, talent- and organizational development.

**Ambu GmbH DACH
Bad Nauheim, Germany**

**03/2024 - 09/2024
&
01/2023 - 06/2023**

Interim Vice President ST Central Cluster DACH
Reporting to EMEA VP sales in Denmark. Member of EMEA leadership team. Sales responsibility € 85 m.
-Lead strategies and execution plans for the 3 different markets.
-100 team members: sales, marketing, HR, finance, customer service, buying group key account management.
-Initiate strategic leadership planning process for sales & marketing activities as well as organizational adjustments for future growth.

**Ambu GmbH Germany
Bad Nauheim, Germany**

2021 - 2022

Interim national and regional Sales Manager for endoscopic solutions. Report to Cluster VP. Member of the regional leadership team. Sales responsibility approx. € 30m.
-Leading 4 team leaders and 40 sales reps.
-Restructure sales team with balanced focus on territory size and potential for growth.
-Implement new commission scheme system.

**Hollister Incorporated &
Dansac GmbH, Munich,
Germany**

2020 - 2021

Interim national Sales Director.
Member of the German Board. Report to the Cluster GM. Sales responsibility approx. € 20m.
-Leading 4 regional managers and 50 sales reps.
-Restructure sales teams with balanced focus on territory sizes and potentials for growth.
-Revitalize the usage of SFDC CRM systems for project planning and execution.

**Mönlycke GmbH
Duesseldorf, Germany**

4/2019 - 7/2019

Interim Project Manager Neantology.
-Preparation of key product launch to support the marketing director.
-Evaluation of customer feedback, implementation of marketing tools, set up internal trainings, identify key decision makers and stake holders.

**Mind in Life Science &
Vertriebsskipper GmbH**

**Since
2016**

Founder and GM of two companies specialized on sales training, DVCT business coaching, interim management.
-Consultancy for sales organizations like restructuring and CRM activities.
-Project workshops like price and competitive strategies.
-Management coaching for sales and BU leaders.

**Johnson & Johnson
Medical GmbH
Norderstedt, Germany**

2014 - 2016

Business Unit Director Ethicon Specialties
Member of Operations-Council and Global Surgery Board. Procurement. Report to VP. Sales responsibility € 80m.
-Leading 70 sales and marketing team members.
-Responsible for sales development in 5 different business areas (thoracic surgery, gynecology, advanced sterilization, advanced energy, biosurgery).
-Profitable growth in all areas by high employee survey ratings.

**Johnson & Johnson
Global Surgery DACH
Norderstedt**

2012 - 2013

Business Unit Director Energy DACH
Member of the DACH Board. Report to the Cluster and the Franchise VP. Sales responsibility € 65m.
-Leading 35 sales and marketing team members.
-Advanced energy (capital equipment, disposables, services).
-Grow up to 15% by develop & execute expansion plan.

**Johnson & Johnson
Ethicon Endo Surgery
DACH Region
Norderstedt**

2010 - 2012

Business Unit Director Bariatrics DACH

Member of the DACH Board. Report to Cluster VP. Sales responsibility approx. € 20m.

- Leading 22 sales and marketing team members.
- Re-vitalize the business area “adipositas” by shape a customer centric sales and marketing organization.
- 6 month additional interim marketing lead

**Johnson & Johnson
Medical Austria GmbH
Vienna, Austria**

2007 - 2010

Franchise Director EES Austria

Member of the local Country Board. Report to MD. Sales responsibility € 20m.

- Leading 25 sale and marketing team members.
- Plan and execute sales expansion plan.
- Turnaround negative sales results into strong double digit grow.

**Johnson & Johnson
Ethicon Endo Surgery
Europe GmbH,
Norderstedt**

2004 - 2007

European Group Marketing Director, Energy

Marketing team lead. Member of the EMEA leadership team. Report to VP EMEA marketing. Portfolio responsibility € 70m.

- Leading 5 marketing- and 2 HEMA specialists.
- European strategies for development of the “Harmonic” platform. Capital equipment, disposable and services.
- Successful launch of the new “thyroidectomy” portfolio.

**Ethicon Endo Surgery
Deutschland GmbH
Norderstedt**

2003 - 2004

Marketing Director Germany

Member of the German Bord. Report to GM.

Sales responsibility € 50m.

- Leading 13 marketing team members.
- Adapt European product & procedure market strategies.
- Pioneer internal and external DRG training concepts.

**Johnson & Johnson
Ethicon Endo Surgery
Europe GmbH,
Norderstedt**

2000 - 2003

European Marketing Director Mechanical Stapling & Bariatrics

Reports to VP EMA Marketing. Portfolio responsibility € 30m.

- Relaunch campaign on mechanical stapling business
- Member of Obtech GmbH acquisition team (gastric bands for morbid obesity surgery)
- Achieve “Standards of leadership award”

**Johnson & Johnson
Ethicon Endo Mechanik
Ethicon Endo Surgery
Norderstedt, Germany**

1991 - 2000

Various sales responsibilities

Nat. Key Account Sales Manager. Coordinate selected buying groups.

Product Manager. Pricing strategies, training tools, sales trainings, key customer management.

Medical product advisor, Harz and Hannover region. Sales responsibility for laparoscopic devices.

Key account manager north region.

Sales responsibilities for selected strategic accounts.

Sales rep Hannover region.

Sales responsibilities for laparoscopic devices.

Education/Training

ENEB

(Escuela de Negocios
Europea des Barcelona)
Univ. Isabel I accreditation
2024

MBA

Master of Business Administration+
Master Management and Team Management

DVCT 2016

DVCT certified business coach

Several month's training at V.I.E.L GmbH

Norgenta GmbH 2012-2014

Member Board of Directors Norgenta GmbH (Cluster Life Science North). Nominated by the regional government of Schleswig-Holstein.

University Hamburg 1992-1993

Economics

Studied until the end of third semester.

Beiersdorf AG 1991-1992

Marketing department Tesa

Marketing trainee

Wirtschaftsgymnasium Gropiusring, Hamburg 1988-1991

Completion of university qualification (Abitur) with special focus on economics.

Language skills

German native speaker.

English conversational and written.

Available references

Ethicon Endo Surgery, Germany
Ethicon Endo Surgery, European Office
Johnson & Johnson Medical GmbH, Austria

Interim functions:

Project manager Mölnlycke GmbH Germany
Nat. Sales Director Hollister & Dansac GmbH
National and reg. Sales Director Ambu GmbH
VP ST Central DACH Ambu GmbH

Hamburg November 14th, 2024