

DR. JENKIS SHAPES THE FUTURE.

LET'S TALK!

CURRICULUM VITAE

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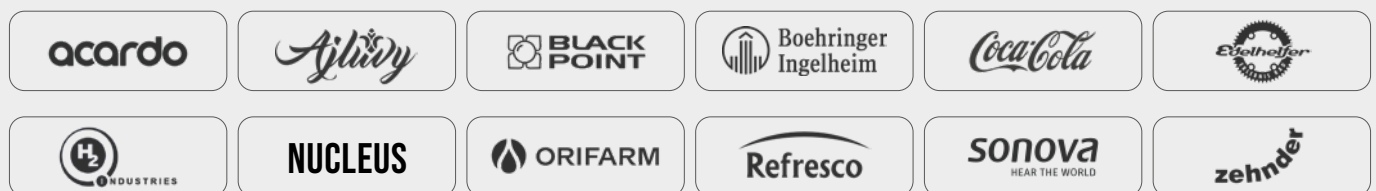
I shape the future so that companies stay future-ready and develop the next generation of business.

In uncertain markets where even short-term planning has its limits, it is important that we play an active role. A desire to innovate, courage, persistence and confidence are in greater demand than ever. I am firmly convinced of this.

I step in whenever companies want to make the most of their opportunities – and need someone to accelerate the innovation process, keep the reorientation of overarching business processes in mind, assist in shaping business plans and support tomorrow's concrete measures. Whether it concerns a new business model, a digital product or an innovative service, I help to further develop the status quo and successfully implement new ideas.

I shape the future for the next generation of business. I advise and assist companies on this – and sometimes also align with the companies myself. More at: www.jenkis.de

REFERENCES:



COMPETENCES:

Innovation & Strength of Implementation

- Innovation Leadership & Agile Transformation
- Business Design & Scaling

Technology & Process Innovation

- Digital excellence & AI-driven processes
- Go-to-market & Customer experience (B2B/B2C/B2B2C)

Diversity of Perspectives & Networked Thinking

- Cross-industry expertise
- Systems thinking
- Open innovation & Co-creation

Leadership & Change

- Change Management & Cultural Transformation
- Leadership, Empowerment & Team Development



FOR THE NEXT GENERATION OF BUSINESS.

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Competencies with project relevance

INNOVATION & STRENGTH OF IMPLEMENTATION

Sound experience in the development and scaling of innovative business models - from corporations to start-ups: Development of new business areas at **acardo** (pharmacy couponing), **AJLUVY** (fashion brand), **NUCLEUS** (communication & event agency) and **H2-Industries** (green energy storage). Innovation leadership in corporations such as **Coca-Cola** (product development & brand innovation), **Sonova/Geers** and **Boehringer Ingelheim** (digital strategies, agile methods). Scaling of creative business models, **Edelhelder** and **Black Point**. Development of brand concepts, MVPs and strategic partnerships for **Sonova/Geers**, **Orifarm** and **acardo** - always with innovation expertise from concept to market establishment.

TECHNOLOGY & PROCESS INNOVATION

Broad expertise in digital platform architectures, automated journeys and scalable system solutions: Development of eCommerce & social media at **AJLUVY**, CRM and CX setups, integration of new systems (e.g. Adobe Campaign) and omnichannel infrastructures at **Boehringer**, **Orifarm** and **Zehnder**. Introduction of digital couponing processes at **acardo** in the pharmaceutical sector. Cross-channel customer experience was successfully implemented at **Sonova/Geers** and **NUCLEUS**. Technological thinking combined with marketing and sales excellence - at **Black Point**, **H2-Industries** and **Coca-Cola**, among others. Focus on efficiency, scalability and market success.

DIVERSITY OF PERSPECTIVES & NETWORKED THINKING

Cross-industry experience in FMCG (**Coca-Cola**, **Refresco**), Pharma & Healthcare (**Boehringer**, **acardo**, **Orifarm**), Medtech at **Sonova/Geers**, Trade & Retail (**Edelhelder**, **Black Point**), Energy (**H2-Industries**), Fashion (**AJLUVY**) and Agencies (**NUCLEUS**). High transfer competence and system intelligence - e.g. in the development of cross-industry solutions (Add2Wallet, LOHC ship technology, franchise systems). Strong focus on co-creation, partnering & open innovation - e.g. with (**Coca-Cola**), investors (**H2-Industries**), digital agencies (**Zehnder**) or stakeholders (**Black Point**).

LEADERSHIP & CHANGE

Proven leadership success in growth, transition and restructuring phases - including as interim CMO at **Sonova/Geers** and **Zehnder**, or as change coach at **Refresco**. Building high-performance teams and new role profiles: CX team at **Boehringer**, eSales & Telesales at **Orifarm**, Digital Units at **acardo** and **Zehnder**. Successful leadership at start-ups (**AJLUVY**, **NUCLEUS**), SMEs (**acardo**, **H2-Industries**) and corporate environments (**Coca-Cola**, **Sonova/Geers**, **Zehnder**). Cultural development, empowerment and a clear focus on results characterize the leadership work in projects of all sizes - complemented by strategic supervisory board work (**Black Point**).



References with goals, tasks and successes

ACARDO GROUP AG

From market entry to the market leader in pharmacy couponing

(2019-today)

Working as a consultant for the acardo group AG, I built the Pharma & Pharmacies division from the ground up – in a highly regulated, dynamic market environment with aggressive competition.

Goal: Digitally transforming shopper activation in the pharmacy market – and making it scalable.

My task: Market positioning, strategic partnerships, digital product portfolio, e-couponing – and the right team at the right time.

Successes:

- Market leadership established in Germany.
- Introduction of digital couponing technologies (Add2Wallet, Cloud Clearing, etc.).
- Cooperation agreements with over 10,000 pharmacies & leading OTC brands.
- Development of innovative concepts: loyalty cards & reward programmes.
- Successful exit: assistance during the sale of the company to Vectron Systems AG.

REFRESCO

Making Sales and Marketing teams fit for the future

(2024)

In my capacity as a consultant and coach, I assist Refresco Deutschland, Europe's largest bottler of soft drinks, in the change and further education process within the company's Sales and Marketing departments.

Goal: A strong, future-oriented team that understands strategy and the market – and also takes action.

My task: Bringing together various corporate cultures, implementing change methods and providing further training to employees on strategy, innovation and practice.

Successes:

- Over 40 employees trained at all levels.
- Sales/marketing and change management methods anchored sustainably.

AJLUVY

Designer fashion for humans & animals from the idea to the online shop

(2019-2023)

AJLUVY is a unique fashion brand with heart and conviction: fashion for humans and their animal companions. I have been supporting the project since the initial idea – strategically, creatively and operationally.

Goal: Making an authentic, value-oriented fashion brand visible and scalable.

My task: Development of the vision, establishment of the brand, shop launch, positioning and social media – everything from a single source.

Successes:

- B2C brand with a unique product concept successfully established on the market.
- Sustainable production in Europe & individual set combinations for humans & animals.
- Launch of a dedicated online shop incl. social media & micro-influencer concept.
- Development of name, claim, content strategy and shop structure.



EDELHELPER GMBH

Cycling brand prepared for the franchise market

(2019)

Edelhelper stands for high-quality cycling retail with passion. The aim of the project was to enable expansion through a robust franchise concept – including searching for partners, investors and structures.

Goal: Positioning the brand on a scalable foundation – with tailwind for growth.

My task: Concept upgrade, establishment of the holding structure and targeted market development.

Successes:

- Franchise handbook & new contracts developed.
- Structure & setup of the new franchise company created.
- Investors & potential partners identified and approached.
- Competitor analysis used to refine brand positioning.

SONOVA / GEERS

Brand management & campaign strength for over 570 branches

(2018)

As the interim manager, I took on the role of CMO and two team leaderships for a short time, and guided the Marketing department of Sonova Retail Deutschland (Geers) through a challenging transformation phase.

My task: Stabilisation of the team, reorientation of marketing activities and implementation of national and multi-channel campaigns for new and existing customers.

Goal: A strong brand and measurable customer experiences – both offline and online, implemented quickly and effectively.

Successes:

- Declining sales stopped – through optimised campaigns and POS measures.
- Team structure revised, fluctuation stopped, new roles filled.
- Relaunch of the Geers brand with a new TV and POS concept.
- Website redesigned and repositioned as central customer tool.
- Successful product launch in over 570 specialist retailers.
- Direct mailings sent to over 10 million households/month.
- Smooth handover to the new CMO with a clear package of measures.

ZEHNDER GROUP

Marketing management in a challenging period of transition

(2017)

As the interim head of marketing/CMO, I took on responsibility for the Marketing team at the Zehnder Group for a short time during a critical phase and managed ongoing local and global projects in 21 countries.

My task: Management during the crisis, restructuring of the Marketing department and development of a digital road map for sustainable customer retention and growth.

Goal: Building a future-oriented Marketing department – strategically, digitally and with a stable workforce.

Successes:

- Team stabilisation following a change of management and restructuring.
- Further development of campaigns to address international customers.
- Development of a digital marketing roadmap incl. system prioritisation (PIM, CMS, CRM, Lead Mgmt, Automation).
- Integration of a new digital agency.
- Successful handover to the new CMO – with a clear timetable and stable setup.



BOEHRINGER INGELHEIM

Omnichannel team & customer experience for top pharmaceutical brand

(2016)

I was responsible for establishing the Customer Marketing team and implementing a scalable omnichannel strategy for Boehringer Ingelheim, one of the world's leading pharmaceutical groups.

Goal: Making digital customer experiences in the pharma environment measurable, scalable and effective.

My task: Setting up a digital dialogue platform for doctors, establishing a team structure, creating a technological basis and taking the customer experience to a new level.

Successes:

- Integration of Adobe Campaign in the group IT.
- Establishment of a strong omnichannel team.
- Relaunch of a complex website (>600 pages).
- Successful connection of offline and online touchpoints for an automated customer journey.
- Handover to the new Head of Customer Experience with a fully functional setup.

H2-INDUSTRIES SE

Energy storage startup brought on track

(2015)

As an advisory CMO, I supported H2-Industries SE in refining its business model in the field of sustainable energy storage – from the idea to the investor presentation.

Goal: Bringing future-oriented, green energy storage solutions onto the market – with a clear business model and capital basis.

My task: Development of the business plan, branding, investor relations and strategic partnerships for market entry.

Successes:

- Business plan & positioning as the basis of discussions with investors.
- Acquisition of strategic partners in the energy sector.
- Involvement in building the world's first all-electric inland vessels with LOHC technology.

BLACK POINT AG

From printer accessories to a 3D printing future

(2015-2018)

As a supervisory board member and consultant, I oversaw the transformation of Black Point AG from a traditional supplier of printer accessories to an innovator in the field of 3D printing and office equipment.

Goal: Transformation from a volume market to a technology-driven innovation business.

My task: Strategic reorientation, organisation development and search for M&A partners to safeguard the future.

Successes:

- Successful restructuring and focus on the 3D printing market.
- Establishment of a strategic partnership with an Asian technology supplier.
- Development of new processes, ways of thinking and skills within the organisation.



ORIFARM GMBH

Brand evolution & digital transformation in the pharmaceutical trade

(2012-2015)

As the head of marketing & e-sales, I was responsible for the strategic reorientation, digitalisation and brand development of Orifarm – the leading parallel importer and reimporter of prescription medication in Europe.

My task: Transformation of a little-known private-label brand into a strong, trustworthy pharmacy brand – along with the digitalisation of key sales and service processes.

Goal: Turning a classic pharmaceutical distributor into a modern, trusted and digitally-managed pharmacy brand – efficient, visible and future-proof.

Successes:

- Repositioning of “Pharma Westen” as the Orifarm brand. Plus 10 % sales growth.
- Implementation of the digital strategy incl. eOrifarm platform & data-based pharmacy offers.
- Highest customer loyalty in the company’s history according to KPI measurement.
- Creation of corporate & public communication incl. sustainability & crisis communication.
- Significant image boost according to market survey.
- Further development of telesales as the Customer Service Center. Plus 7.5 % direct sales.

COCA-COLA ERFRISCHUNGSGETRÄNKE AG

New media formats developed, established and more fans won!

(2006-2012)

As Head of Sales & Marketing Communication, I was responsible for all sales and marketing tools.

My task: Develop, implement and lead to success all communication tools in print, digital and face-2-face.

Goal: Redesign communication, create customer experiences, win more fans.

Successes:

- Development of the digital eCoke platform including eCom, mobile, social media, loyalty program “My Coke”, digital promotions & Youtube activation.
- Development of all sales/marketing documents including the annual meeting documents for the national and regional sales organization.
- Development of the national customer center, implementation of employee kick-offs, roadshows, sales & best practice events.

NUCLEUS BRAND EXPERIENCE®

Emotional brand experiences for global brands

(2004-2005)

As the co-founder and managing director of the communication agency NUCLEUS brand experience®, I designed and implemented effective live communication and event formats for international brands.

My task: Turning brands into tangible experiences – through sophisticated staging, strategic communication and first-class implementation.

Goal: Making brand messages an emotional experience – with strategy, creativity and excellence in execution.

Successes:

- Clients such as BMW, Coca-Cola and Mercedes-Benz looked after.
- Major projects included FIFA WORLD CUP 2006, Mercedes A-Class Show, national kick-off events.
- Sales responsibility of over 3 million euros
- Establishment and management of a team of 10 employees.
- Development of multi-award-winning event and communications formats.



COCA-COLA DEUTSCHLAND

Brand management, innovation & experiences - that last!

(1993-2003)

As a senior marketing manager, I worked at Coca-Cola Deutschland in various strategic and operational roles – in brand management, sportsponsoring, business development and channel marketing.

My task: Creating brands, developing market segments, digitalising processes and creating strong brand experiences – from retail to discount stores and from the soccer stadium to the Christmas stage.

Goal: Rethinking brand management – with strategy, emotion and measurable market success.

Successes:

- Launch of Vanilla Coke & relaunch of Sprite.
- Development of the filling station and discount store strategy.
- Support with the annual talks Edeka, Rewe Metro.
- Christmas Truck Tour, Coca-Cola Light Man and the Christmas TV Show with RTL.
- Establishment of the digital business planning process.
- Sponsoring activities: DFL Bundesliga, DFB international matches, DFB base training, Football World & European Championships.
- Development & implementation of iconic brand formats such as the Coca-Cola.

Continuous development of skills (Lifelong Learning)

CONGRESSES/SEMINARS

2025

- Greater Festival in Cologne
- Zukunftskongress in Leipzig
- Future Tech Fest in Düsseldorf
- Founder Summit in Wiesbaden
- Handelblatt Summit KI Summit in Munich
- Bundesverband deutscher Unternehmensberatungen (BDU) Strategy conferences, nationwide

TRAINING/CERTIFICATION AS KI MANAGER

2023-2024

- BITKOM in cooperation with DFKI German Research Center for Artificial Intelligence.
- USA trip to 12 innovative AI companies in Silicon Valley (2b AHEAD).

TRAINING/CERTIFICATION KANBAN

2022-2023

- Kanban Management Professional
- Kanban System Improvement
- Kanban System Design

TRAINING/CERTIFICATION SCRUM

2022-2023

- Scrum Product Owner
- Scrum Master.

TECHNOLOGY & PLATFORM EXPERTISE

1991-today

- MS Dynamics (ERP/ CRM), SAP (ERP, Business One), Marketing Automation (Adobe Campaign), Marketo, Salesforce, MS Office 365, Miro, ChatGPT, Perplexity, other.



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Education and studies:

DOCTORAL STUDIES IN MEDIA ECONOMICS

2011-2014

Field: Media economics, Universität der Künste, Berlin

Topic: The MEKO model for interactive value creation - influencing factors on innovation success

- Degree: Promotion (Dr. phil.)

EXECUTIVE MASTER IN BUSINESS INNOVATION

2005-2007

European Business School,

International University Schloß Reichartshausen

(Cooperation Stanford & Singapur University)

Topic: The sustainability of reoriented innovation management

- Degree: Master of Science (M.Sc.)

BACHELOR OF BUSINESS ADMINISTRATION

1994-1995

Hogeschool van Utrecht, Faculteit Economie en Management, Nederlande

Topic: The hostile buyout of a corporate group via the stock market:

The Thyssen takeover (success: media reports)

- Degree: Bachelor of Business Administration (B.A.)

EXTRA-OCCUPATIONAL STUDIES FOR MBA

1991-1994

Extra-occupational studies for MBA at the Verwaltungs- und Wirtschafts-Akademie, Essen

- Degree: Diplom Betriebswirt (VWA)

TRAINING AS INDUSTRIAL MANAGEMENT ASSISTANT

1991-1993

Training as industrial management assistant at Coca-Cola GmbH

- Degree: Industriekaufmann (IHK, Essen)

Educational background:

1988-1991

Higher vocational school with focus on economy and administration

Topic: Business and administration

- Degree: Allgemeine Hochschulreife (University admission), Ratingen

Foreign language:

English (fluent spoken and written)

Recklinghausen, 2025



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