

Expert in Transformation, Crisis, Turnover and Restructuring

Martin Gosen

Date of birth: April, 26th 1968 in Duisburg

Interim manager, consultant, business coach and trainer for communications

Adress: Agricolastr. 23, 10555 Berlin, Germany

Phone: +49 (0)170 2890221

Email: gosen@einstweilige-vertretung.de

Website: www.einstweilige-vertretung.de



- Interim manager since 2010, managing partner of Einstweilige Vertretung GmbH, board member of Einstweilige Vertretung eG
- Many years of management experience at 1st, 2nd and 3rd management level (e.g. managing director, division/department manager, project manager)
- Agency and consulting background, including as Managing Director at KomPart Verlagsgesellschaft mbH & Co KG (in-house agency of the AOK-Gemeinschaft) and Managing Director at Instinctif Deutschland GmbH (international communications advisory)
- Numerous positions and tasks in the field of tension between society, politics and business: including press spokesman at Coca-Cola Germany (interim), Communications Manager at Hamburger Sparkasse (interim), consultant at gematik GmbH, press spokesman at Aktion Mensch (interim), Head of Corporate Communications at Bundesdruckerei (interim) and at Skandia Lebensversicherung AG
- Main areas of work: Restructuring, turnaround, transformation, crisis prevention and communication, stakeholder management, press and media relations
- Industry focus: technical and consulting-intensive products and services (B2B, B2C, B2B2C), especiall financial sector, ITC, healthcare industry, management consultancy, politics

Personal

- Analytical and strategic mind, entrepreneurial thinking
- Winning appearance, communicative, pragmatic, creative, target-oriented
- Integrative leadership personality, empathetic, with high social competence

Languages:

- German (native speaker)
- Englisch (business fluent (C2))

Professional Experience

since 09/2022

initiator, founding member and board member*Einstweilige Vertretung GmbH, Berlin (founded 2012)*

- Partnership for project and interim managers for corporate communications, marketing and HR

since 03/2010

Freelance Interim Manager / Founder and Managing Director*Einstweilige Vertretung GmbH, Berlin (founded 2012)*

- Society for Communication Management

03/2023 – 02/2024

Managing Director (CEO) (Interim)*Instinctif Partners Deutschland GmbH, Cologne*

- Reorganization and restructuring of the German subsidiary of an international communications advisory
- Recruiting and introducing of a regular successor
- approx. 45 permanent employees, € 4 million turnover

05/2020 – 10/2022

Managing Director (CEO) (Interim)*KomPart Verlagsgesellschaft GmbH & Co.KG, Berlin*

- Strategic repositioning of the company as an in-house communication agency for the AOK (health insurance)
- Development and introduction of a newsroom concept
- approx. 50 permanent employees, € 8.8 million turnover

08/2019 – 12/2019

Senior Communications Manager / Business Coach (Interim)*AIRBUS, Hamburg (on behalf of TRAF0 ressourcenmangel GmbH)*

- Management of internal project communications and coaching in a project to establish self-organized teamwork and improve the application of electronic production systems in the single aisle production line (A320 family)

05/2019 – 07/2019

Senior Communications Consultant (Interim)*Volkswagen AG, Wolfsburg (under contract to Cetacea) - Automotive*

- Development of a strategy for the activation of managers as drivers of the transformation of the corporate culture in their area of responsibility, ongoing consultancy

08/2018 – 04/2019

Senior Communications Manager (Interim)*Hamburger Sparkasse AG, Hamburg - Banking*

- Management of change communications in the context of the switch to a new core banking system and online-banking application
- Introduction of a newsdesk concept for crisis prevention

03/2015 – 08/2018

Spokesperson / Senior Communications Manager (Interim)
Coca-Cola GmbH, Berlin – Fast Moving Consumer Goods

- Crisis prevention, crisis and change communications in the context of shutdown of more than 20 locations in several restructuring waves
- Introduction of a newsroom concept and a new content management system (Dirico)

08/2013 – 09/2014

Head of Communications & Lobbying (Interim)
AGES EETS GmbH, Langenfeld (Rhineland) – Toll Service Provider

- Developing and coordinating of internal and external communications and a corporate strategy for a new interoperable electronic toll system for professional road transport
- Coordinating public affairs in Berlin and Brussels to implement an EU-directive in Germany

10/2012 – 01/2014

Head of Public Relations / Project Manager (Interim)
Aktion Mensch e.V., Bonn – Charity Organisation/Lottery

- Management of the department
- Project Lead of the relaunch of the corporate magazine "MENSCHEN. Das Magazin"
- Ongoing advice and external project management

05/2011 – 09/2012

Director Corporate Communications (Interim)
Bundesdruckerei GmbH, Berlin – Security services provider

- Managing internal and external communications in the context of the transition of the company from a national printing house to a private security services provider
- Crisis prevention and communication with regard to the introduction of the new electronic identity card for Germany

10/2010 – 04/2011

Head of Media Relations (Interim)
Aktion Mensch, Bonn – Charity organization / lottery

- Management of press and media relations, restructuring of the communications team, introduction of a newsroom concept

04/2008 – 09/2010

Director Corporate Communications

*Skandia Versicherung / Old Mutual Retail Europe, Berlin -
Life insurance company*

- Management of an international corporate communications team, change communication and corporate strategy of a post merger integration, development and execution of a new corporate identity and design

05/2004 – 02/2008

Business-Director / Senior Consultant / Consultant

*Pleon GmbH, Berlin (today Ketchum, former
ECC Kohtes Klewes), - Public relations agency*

- Member of the management board
- Management of a team of fifteen consultants, key account management, consultancy of banks, insurances and investment funds as well as clients from the public sector and the ICT and logistic industry (approx. 3 million € turnover)

07/2003 – 04/2004

Freelance Communication Consultant

10/1990 – 06/2003

Communications Manager (from 04/1999), Marketing Assistant (04/1995 – 03/1999), Loan Officer (10/1990 – 03/1995)

Commerzbank AG, Berlin – Banking

Education

03/2023 – 05/2023:

Transformation & Turnaround Manager (certificate program),
IfUS-Institute at SRH University of Applied Studies, Heidelberg

09/2021 – 12/2021:

GmbH Managing Director (certificate program)
Chamber of Commerce and Industry (IHK Berlin), Berlin

12/2014 – 06/2015:

Train-the-Trainer (certificate program)
Chamber of Commerce and Industry (IHK Berlin), Berlin

03/2013 – 03/2014:

Systemic Business Coach;
Institut für Systemische Impulse (Professional academy), Berlin

04/1997 – 03/1999:

Public Relations Consultant (German Academy of PR);
PR-Kolleg Berlin (Professional academy), Berlin

- 10/1989 – 04/1995: Bachelor-equivalent political science (pre-diploma);
Freie Universität Berlin, Berlin
- 08/1987 – 06/1989: Bank Clerk (apprenticeship and education certificate program);
Berliner Bank AG, Berlin

References

- Ed Amory Consultant (*former CEO, Instinctif Partners, London*)
Phone: +44.7808.731693
- Frank Schmidt Managing Director AOK-Verlag GmbH & KomPart Verlagsgesell-
schaft GmbH & Co KG, Berlin
Phone: +49.173.6654041
Email: frank.schmidt@aok-verlag.de
- Stefanie von Carlsburg Director Corporate Communications
Hamburger Sparkasse AG, Hamburg
Phone: +49.40.3579-3498
Email: stefanie.voncarlsburg@haspa.de
- Patrick Kammerer General Manager (CEO), *Markenverband e.V.*
(former Director Corporate Communications & Public Affairs,
Coca-Cola GmbH, Berlin)
Phone: +49.151.16106925
Email: p.kammerer@markenverband.de
- Antonia Maas Vice President Corporate Communications
Bundesdruckerei GmbH, Berlin
Phone: +49.170.7894266
Email: antonia.maas@bdr.de
- Jonas Jonsson: Chief Executive Officer at PRI Pensionsgaranti, Stockholm
(*former CEO, Skandia Retail*)
Email: Jonas.jonsson@rocketmail.com

Berlin, June, 27th 2024