

# CURRICULUM VITAE (EXECUTIVE SUMMARY)

KAROLIN ROHMER, M. Sc. Marketing & Communications

## ESG IMPLEMENTATION & GLOBAL PRODUCT MANAGEMENT TO THE MAX: PROFITABLE BY INNOVATION



I am a freelance, globally experienced executive and support teams to profitably utilise customer-oriented product, variant and innovation management "from cradle to phase-out". Companies benefit from greater innovation power, shorter time-to-market, higher customer satisfaction, more committed employee motivation and thus significantly improved overall competitiveness. To this end, I bring my more than 35 years of expertise with international market leaders in the electrical and hygiene industries, including my own patents.

## MORE THAN 35 YEARS OF SUCCESSFUL MANAGEMENT WITH MARKET LEADERS

2022 - 2023	FISSLER   SEVERIN etc.	Product Innovation   Business Development
FISSLER	Product & Innovation Strategies SDAs, Cooktops, Electrical Innovations	Turnover 200m€, Employees 1,600
SEVERIN	Strategy Development, Umbrella Brand Strategy, Conditions Systems	Turnover 150m€, Employees 560
2019 - 2021	CWS Hygiene International	Director Divisional Product Lines HY & Floor Care
Procurist and Member of the Managing Board, CWS Hygiene Division: Re- and structuring of Product Management & Development, Marketing, Digital Business, Master Data Management, Strategic Pricing		
Servicevolume 2020 > 100 mn products in 16 countries; Turnover > 600 mn €, Employees 6.000		
Own responsibility > 50 mn products in 16 countries; Turnover >300 Mio €, direct reports 18		
1990 - 2019	AEG   Electrolux AB	Global Category & Senior Product Innov. Manager
Strategic planning and realisation of all global product platform projects		
Fabric care and electrical cooking products for Electrolux AB as a global leader in professional and home appliances		
Sales volume 2018 > 60 mn products in 150 countries; Turnover >11,7 bn €, Employees 54.000		
Own responsibility > 2,3 mn products in 90 countries; Turnover >39 mn €, Indirect reports 150		
1988 - 1990	DIEHL GmbH & Co KG	International Sales Executive Assistant
Organisation and Head of International Sales Assistance in lead of two correspondants TO 5,6 bn DM, Employees 14.000		

## EXTENSIVE LEADERSHIP EXPERIENCE

- **Authorized signatory and top management member** of divisional board, reporting to Group CEO & Div. General Manager
- **Leading and crossfunctional steering** 150 co-workers globally as in- & direct reports within a matrix organisation
- **Responsibility for developing & realising** international product- and service launches
- Creating an open and **appreciating group culture** in a highly diverse, multicultural and complex company structure

## SHAPING THE LIFE CYCLE OF GLOBAL PRODUCTS & SERVICES

- From the **development of new product strategies**, implementation of processes for product development, strategy and innovation via fast growth phases up to profitability lead with global expansion
- Successful renovation and innovative realignment of biggest in turnover and weakest in profit categories globally

## REALIZING UNIQUE PROFITABILITY LEADERSHIP

- **Sharpening of portfolio strategy** successfully from EMEA to global responsibility including realignment of communication strategy, design, CMF
- **Profitable growth** from all core EMEA to global markets
- Strong focus to a **slim portfolio build** including smart variant management
- **Strengthening customer preference** by meaningful consumer-centric patent- and innovation management
- **Digitalisation and globalisation** of communication data as a pioneer in the white goods industry

## GLOBAL RESPONSIBILITY

- **More than 8 years representative** at APPLiA (previously CECED) at **European Commission in Brussels**
- **Regular management meetings in various countries** of APAC, EMEA and LATAM
- **> 25 international product awards and test winners** at global consumer test and rating institutes (2011-2021)
- **Speaker and group representative** at international conferences

**SOFT SKILLS:** Leadership personality - Hands-On - Quick comprehension - Assertiveness - Diverse globalism