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Interim Management Sales and Transformation

- Experienced managing director with over a decade of experience in sales (FMCG) -

- ✓ Results-oriented and hands-on
- ✓ Analytical and strategic mindset
- ✓ Communicative and assertive

Relevant Project Experience (FMCG, DACH)

Carve-Out & Integration

As Managing Director, led the **spin-off of the tea business from Unilever** DACH for ekaterra (now Lipton Teas and Infusions). Established independent structures, implemented SAP S/4HANA, and introduced new logistics solutions while driving business development.

Sales Strategy & Growth

Implemented strategic growth plans resulting in **+19% sales increase** and significantly expanded brand presence through enhanced distribution.

Strategic customer Engagement

Managed annual negotiations with **major retailers in DACH** (Edeka, Kaufland, Rossmann, Migros, Coop) and international purchasing alliances (Epic, Agecore), **strengthening long-term partnerships**.

Logistics Optimization: Directed logistics improvements in Germany, including a change of transport service provider, achieving a **substantial increase in on-time and full delivery rates**

Key Data

- **Availability:** please reach out
- **Languages:** German (native language), English (business fluent).

Professional Experience:

Project Management for multiple companies *since September 2023*

Key Account Management - Successfully managed and developed relationships with key accounts, ensuring long-term partnerships and driving revenue growth through tailored solutions and strategic engagement.

Strategic Sales Development - Designed and implemented comprehensive sales strategies to expand my clients market presence, increase profitability, and align with overall business objectives.

Pricing Strategy - Developed and optimized pricing models based on market analysis, competitive benchmarking, and profitability targets to maximize revenue and maintain competitiveness for my clients.

Process Optimization (e.g., Logistics, EDI or Master Data) - Streamlined and improved sales and operational processes, including logistics, electronic data interchange (EDI) and master data management, to enhance efficiency, reduce errors, and support scalability.

Transformation Management - Led organizational transformation initiatives, focusing on legal entity changes, managing change processes with multiple stakeholders. Aligning teams to new structures, and technologies to ensure successful implementation and adoption.

Tiede Transform, Founder *August 2023*

Established a dynamic consulting firm focusing on transformative sales strategies.

Managing Director, ekaterra DACH (Germany, Austria, Switzerland) *October 2021 - July 2023*

- Carve-out of Unilever DACH's tea business and sale to CVC Capital Partners
- Initiated the establishment of independent companies and built sales, customer service, and logistics structures
- Implemented SAP S/4HANA
- Established new processes, particularly in Order to Cash
- Revenue and profitability increase: +19% turnover and +2.5 percentage points margin improvement in H1 2023 vs. previous year
- Expanded distribution of Pukka & Lipton brands in DACH across channels such as drugstores, supermarkets, and out-of-home
- Defined sales strategies to ensure target achievement; successfully conducted annual negotiations with various customers in DACH (e.g., Edeka, Kaufland, Rossmann, dm, Alnatura, Migros, Coop)
- Negotiated with international purchasing alliances such as Epic and Agecore

Head of Sales Tea DACH / Sales Manager Pukka, Unilever *October 2018 - September 2021*

- Integrated Pukka Ltd. (formerly owner-managed British tea company) into Unilever DACH portfolio, ensuring seamless operational and commercial transition incl. Order-to-Cash and logistics processes.
- Delivered profitable growth through distribution expansion and increased sales in grocery and drugstore channels; doubled consumer sales (Nielsen, Grocery + Drugstores, total tea) from 2019–2021.
- Led strategic customer management across multiple channels in the DACH market, strengthening key partnerships and driving brand presence.

Parental Leave July 2017 - September 2018

Key Account Managerin, Unilever April 2015 - July 2018

Parental Leave May 2014 - March 2015

Area Sales Manager, Unilever January 2012 - April 2014

Future Leaders Program (Trainee programme), Unilever January 2010 - December 2011:

- Assistant Manager Customer Marketing (July 2011-December 2011)
- European Brand Development Skin & Cleansing (January 2011-June 2011)
- Assistant Brand Manager Rama DACH (January 2010-December 2010)

Education:

Business graduate / Diplomkauffrau (FH), FH Nordakademie Elmshorn in cooperation with Unilever Deutschland GmbH, October 2005 – September 2009.

Languages:

German (native)
English (business fluent)