

Janina A. Tiedemann

Transformation Management

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Key Competencies:

Transformation Management	Experienced General Manager and Consultant with a successful history of transforming business operations. Proven ability to lead cross-functional teams, implement strategic initiatives, and achieve measurable results.
Sales & Marketing Strategy	
General Management	
Process Optimization	
Project Management M&A	
Pre- /Post Sales Management	During the separation of Unilever's tea business, under CVC Capital Partners, I led the establishment of new go-to-market structures, the creation of independent companies, and the implementation of SAP S/4HANA in the DACH region.
Masterdata Management	
Order to Cash Management	My mission is to achieve sustainable results that not only facilitate change but also ensure long-term success.
Logistics Management	
Sales and Operations Planning	

Professional Experience:

Interim Key Account Management DACH for multiple companies *since January 2025*

Responsible for overseeing German, Austrian and Swiss customers such as Dennree, Alnatura, Biogast, Coop, Migros and others. Tasks include leading negotiations, coordinating and implementing action plans, new product listings, and category management optimizations, all aligned with the strategic growth objectives defined by my client for the customers and brands.

Consulting for Lipton Teas and Infusions Germany / Switzerland *September 2023 – June 2024*

Management of logistics optimization for Lipton-Germany. By developing and implementing a recommendation that included changing the transport service provider, the client was able to achieve a significant increase in delivery rate and customer satisfaction.

Management and execution of audits - organic certification and LUCID packaging registration, taking into account the newly optimized flows of goods.

Implementation of name and address change from ekaterra to Lipton Teas and Infusions for Germany and Switzerland. Masterdata management to ensure availability of up-to-date information in all systems.

Tiede Transform, Founder *August 2023*

Established a dynamic consulting firm focusing on transformative business strategies.

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

Responsible for the carve-out of Unilever DACH's tea business and sale to CVC Capital Partners for Germany, Austria and Switzerland.

Initiating the establishment of independent companies and setting up sales and logistics structures in Germany and Switzerland.

Strategic decision and implementation of the outsourcing of sales activities, such as the Austrian business. Following market analyses, potential distribution partner were approached and the respective business was handed over to the best partner. Long-term cooperation were established through joint business planning.

Implementation of S/4HANA and establishment of new processes in collaboration with customers and vendors, particularly in the order-to-cash.

Definition of strategic goals for DACH to improve P&L as well as physical and mental availability. Securing sustainable business success with short- and long-term strategic business plans that have ensured growth even in macroeconomically volatile times. 2.5% pct margin improvement H1 2023 vs. PY testify to the strategic success achieved during the transformation.

Successfully conducted annual meetings with various customers in DACH (e.g. Edeka, Kaufland, Rossmann, dm, Alnatura, Migros, Coop and many more) as well as negotiations with international buying groups such as Epic and Agecore, led to 19% sales growth for the Pukka & Lipton brands in DACH during the transformation.

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

Integration of the formerly owner-managed British tea company Pukka Ltd. into the Unilever DACH portfolio. Establishment of new order-to-cash and logistics processes for Pukka Tea customers.

Successful management of customer relationships across various channels in the DACH market, especially in the organic specialty market and drugstore channel. Definition of strategic targets and management of annual meetings, taking into account the target achievement defined for the tea business.

Profitable growth by expanding distribution and increasing sales in food retail and drugstore business with existing customers. Doubling of end consumer sales according to Nielsen (LEH+DM, total tea) 2019-2021 and thus increase of the market share of the Pukka brand in the tea category to 1.45% value share EUR.

Key role in achieving the sustainability goals for Pukka in the DACH region and ambassador of the "Pukka Wisdom Seeds" - the vision of the founders of the Pukka brand.

Parental leave *July 2017 - September 2018*

Key Account Manager, Unilever April 2015 - Juli 2018

Responsible for customers of the Markant Group Germany for the Home and Personal Care division. Independent negotiation of annual meetings and implementation of strategic growth plans with Markant customers such as Bunting, Kaes V-Markt, Bela Famila, Klaas & Kock and the superordinate PHD Group.

Agreeing and implementing action plans, new listings and category management optimizations, taking into account the strategic goals of the 6Ps (Product, Place, Promotion, Price, Proposition, People) defined for customers and brands.

Parental leave May 2014 - March 2015

Area Sales Manager, Unilever January 2012 - April 2014

Management of a field sales team with 12 direct reports in the northern sales area (1 of 4 areas within Germany) for the Home and Personal Care division of Unilever.

Responsible for the perfect presentation of the Unilever Home and Personal Care brands at the POS (point of sale). Implementation of category management guidelines and improvement of brand presence. Increase of "Perfect Stores", an internal Unilever metric for stores optimized according to CM guidelines.

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

Assistant Manager Customer Marketing (July 2011-December 2011)

Design and implementation of individual advertising campaigns for retail clients according to their shopper target group. Focus on shopper campaigns for Knorr brand at Edeka.

Development of an advertising concept for the anniversary of Budnikowsky, a Hamburg drugstore chain.

European Brand Development Skin & Cleansing Assistant Manager (January 2011-June 2011)

Development of innovative products to open up new markets throughout Europe in the area of skin care and shaving for Dove Men+Care. Among other things, responsible for the packaging design and the implementation of the designs with the suppliers of the various packaging materials.

Assistant Brand Manager Rama DACH (January 2010-December 2010)

Responsible for the launch of innovative products under the Rama Cremefine brand. Development of ATL and BTL advertising concepts and materials for existing and new product lines including cooperation with agencies, suppliers and a testimonial. Creation of an internet platform for Rama Cremefine including relevant new media.

Education:

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

Languages:

German (native)
English (business fluent)