

Janina A. Tiedemann

Interim Management for Sales and Transformation

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Key Competencies

- **Transformation Management:** Implementation of sustainable changes to improve business processes in sales and M&A.
- **Sales Strategies:** Successful development and execution of sales and growth strategies in the DACH region.
- **General Management:** Experience in executive management and leading cross-functional teams since 2021.
- **M&A Projekt Management:** Strategic leadership of business divestitures and integration of new business models.
- **Pre-/Post-Sales Management:** Expertise in building and optimizing order-to-cash processes and customer alignment.
- **Logistics Management:** Efficient logistics solutions to enhance delivery rates and customer retention.

Relevant Project Experience

- **Carve-out und Integration:** Led the separation and integration process of Unilever's tea business in DACH for ekaterra (now Lipton Teas and Infusions). Established independent structures, implemented SAP S/4HANA, and introduced new logistics solutions.
- **Sales Expansion:** Implemented strategic growth plans, achieving a 19% increase in revenue. Expanded distribution channels, significantly boosting brand presence, including in drugstores and supermarkets.
- **Strategic Customer Retention:** Successfully led annual negotiations with key customers in the DACH region, such as Edeka, Kaufland, and Rossmann, as well as negotiations with international purchasing alliances (Epic, Agecore).
- **Founding and Development of Tiede Transform:** Established a consulting firm specializing in sales and process optimization with a focus on long-term transformation and value creation.

What Sets Me Apart?

- **Results-Driven and Highly Motivated:** Strong focus on achieving goals and delivering sustainable successes.
- **Analytical and Strategic Thinking:** Ability to tackle complex challenges in a structured and solution-oriented manner.
- **Communicative and Assertive:** Strong leadership skills and extensive experience in stakeholder management.
- **International Experience:** Broad intercultural expertise in the DACH region and beyond.

Key Details

- **Availability:** Available on short notice; please reach out to coordinate.
- **Sprachen:** German (native), English (fluent).