

C.V. Didier Schnitzler

PERSONAL DATA

Name	Didier Schnitzler
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Birthday	April 24, 1965
Nationality	French
Civil status	Married
	French resident
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LinkedIn	LinkedIn Profile Didier Schnitzler



SUMMARY

- Accomplished **International General Manager** with vast experience and proven success in growing B2B/B2B2C businesses in different industries, whether in full P&L responsibility or Sales & Marketing positions. Board experience.
- Shareholder value creation in excess of 1.5Bn€ over past 15 years
- Adept at leading organizations through change whilst keeping the focus on results.
- Familiar with defining and executing high growth strategies at Europe/global level.
- Equally passionate about technology/innovation and building great teams.
- Strong leadership skills to bring teams together around a vision and the ambition to make it happen. Responsibility for top line up to €2.4bn and organisations up to 500 FTE.
- Industry experience: BtoB services, retail/distribution, technology, logistics, E-commerce.
- Fluent in French/English/German/Italian.

OVERVIEW

Didier Schnitzler has been engaged in senior management functions with European or Global remit in FORTUNE 500 companies such as XEROX, DANAHER or DSV PANALPINA including P&L responsibility. His track record for these companies includes value creation in excess of 1.5Bn€ for shareholders.

Separately, Didier has experience of running smaller entities such as a boutique management consultancy or a financial technology start up. He thus has knowledge of value creation strategies in organization of various sizes and various shareholding (Family Office, PE, listed companies), be it internal or external, with digital or classical B2B/B2C business models in Technology, Services, Retail and Industrial sectors.

Born in Luxembourg Didier is a French national, fluent in English/French/German/Italian, currently based in Paris and operating internationally.

Didier holds a MSc from EM Strasbourg, an MBA from HEC Paris with complementary education from SDA Bocconi, MIT and Insead.

PROFESSIONAL EXPERIENCE

2021-to date	<u>ZLONY Europe-Paris</u> COO, Board member, Local commerce marketplace
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2018-2021

HEOH-Paris.

Deputy Managing Director, Board member, Fintech payment solutions company

- Increased pipeline by 200% and closed 2 important businesses over 18 months, thereby allowing for additional funding from shareholders (1.1M€)
- Clients e.g. SNCF, BPCE, LECLERC, INVIVO, APRIUM, DECATHLON
- Payment solutions dedicated to donations collection (POS terminals, payment cards, self-service kiosks, online payment)
- Technology contributors: VISA, Microsoft

2012-2017

PANALPINA Frankfurt, Germany.

Regional Head of Marketing and Sales Europe, Member of the Europe Leadership Team

- Grew EBIT from -41M to +22M and top line by 3 % on average in 2013/14/15 to 2.6B CHF in a flat market
- Increased new business acquisition by 150% in volume YOY 2015/14
- Change management-Integrated Global Key Accounts structure for 35 FTE (Total sales force 430 FTE)
- Standardized key sales processes: business reviews, monthly sales webex, kick off meetings
- Strengthened sales through the recruitment of 18 sales leaders in key leadership positions (Country sales managers, Industry Vertical managers, GKAM's, Trade Lane managers)
- Reduced cost of sales by an aggregate 18% in 2013- 2015, thereby improving ROI significantly
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- Improved risk management: better recruitment/lesser dependence on existing business

2008-2011&2003

GET2MARKET Ltd – Paris, France.

Founding Partner

- Company concept: combine growth strategy with Sales/marketing implementation
- Examples of business issues: value-chain re-positioning, overhaul of strategy and implementation of scorecards, bench-marking of sales & marketing processes, segmentation, specific KPI improvement programs (e. g. additional sales, new clients, margin improvement)
- Examples of clients: Bridgepoint (leading European PE firm), Alfalaval, GSE group
- In parallel, SME acquisition project (solar energy) in 2008

2004-2007

LINX PRINTING TECHNOLOGIES (DANAHER GROUP) – Cambridge

Global Sales and Marketing Director, Member of the Executive Board

- Delivered 7.6% and 10.0% sales growth (2/3x market rate) in 2005 and 2006 (T/O\$105M)
- Led definition and execution of 3-year post-acquisition strategic plan approved by group CEO

- As a result of plan, reorganized my department (22 staff) in line with product/ channel expansion strategy and launched 2 new product ranges, based on global VOC survey
- Intensified sales through overhaul of distributors (65 worldwide), new sales management process as well as segmented Marketing programs (Verticals, trade-outs)
- Recruited and developed talent: 45 % turnover of MK/Sales department in 3 years

1990-2002
2000-2002

XEROX Europe

Director of Marketing, Industrial, Member of the Global Leadership Team-London

- Grew Document Solutions business (hardware, software, services) by 37 % in 2001 to \$180 million, thus fostering total business unit growth of 7 % to \$1.7 billion in a low growth market
- Established this line as *the* growth driver across 11 industry sectors worldwide (e. g. aero, auto, telecoms) Focus on Fortune 500 accounts. Line and matrix team of 18 in US/Europe
- Achieved these gains by winning the minds of over 500-strong sales force to the benefits of the solutions approach: more sales calls at higher level with a wider portfolio

1998-1999

Marketing Director - Retail Europe, Member of the Europe Leadership Team-London

- Grew sales by 250% in revenue (\$35 to \$85 million) and 400 % by volume, opening 1.500 retail outlets to Xerox brand (inkjet products) with dedicated sales force of 40
- Managed \$10 million budget, 7 product launches and pricing. Team of 11 in UK and Europe
- Set-up processes geared at improving reactivity of Marketing by country
- Improved sales/marketing link to reduce conflicts and increase feedback

1996-1997

General Manager - Retail France, Member of the Europe Leadership Team-Paris

- Grew personal copiers market share from 32% to 49% to become market leader
- As a result, given “Performer of the Year” award and additional responsibility for Benelux T/O: \$10M. Full P+L responsibility. Team of 80 (sales/merchandising)
- Defined and implemented distribution strategy so as to optimize total GM

1990-1994

Sales Executive - SME / National Accounts / Global Accounts-Paris

- Consistent over-achievement of sales targets leading to 2 promotions. Sales award 1994

1988-1989

STEELCASE STRAFOR UK, London

Financial Controller

- Implementation of cost of sales control and reporting processes. T/O £60M
- Successful internal and external auditing of controlled accounts

EDUCATION

2018	<u>MIT- Digital Marketing Analytics</u>
2013	<u>IMD-leading the global chain</u>
2000	<u>INSEAD leadership program(sponsored by Xerox).</u>
1995	<u>HEC Paris, France.</u> MBA (exchange prorgamme SDA Bocconi)
1988	<u>EM Strasbourg, France.</u> BS Business Administration.
1983	<u>Ecole Européenne Luxembourg.</u> Baccalaureate C (Major in Sciences).

LANGUAGES

English (good), Italian (good), German (good), French (native language).