

DR. BERND BROCKMEIER

THE PATHFINDER



+ CAREER PIN POINTS

Enabler for Sales and Marketing @enable2grow based in Switzerland, CSO ad interim at KYBURZ Switzerland AG, Managing Director Sales & Marketing @various companies in the Independent Automotive After Market, Head of Brand Germany @MINI, Head of Sales International @BMW M GmbH, Strategic Corporate Planning & Business Development Overseas @BMW AG, Extra-occupational doctorate (Dr. rer. pol.) @University of Braunschweig, Master of International Management (MIM) @HEC (Paris) and @ESADE (Barcelona), Business Administration studies @University of Cologne and Regensburg

+ EXPERIENCES

Focus industries: manufacturing (automotive and mobility, mechanical engineering) and wholesale, SMEs in Germany, Austria, and Switzerland, business development and management, sales and marketing, internationalization, startup incubation.

+ SKILLS & TOOLS

Management of medium-sized companies; sales and marketing – strategic and operational; developing (foreign) markets, acquiring new customers and expanding existing customer base; Creating, building, and managing brands; restructuring, implementing carveouts and post-merger integration on the sales side, developing customer-centric business models; Certified in Design Thinking (HPI Potsdam, INSEAD), Market Opportunity Navigator, and Blue Ocean Strategy.



“Discovering, exploring, and tapping into new markets and target groups: that is my mission—for SMEs, in sales and marketing, at home and abroad. As an enabler, I encourage and empower companies to achieve their growth goals—on the sales front, behind the scenes as a sparring partner for CSOs, CMOs, and CEOs, or even in an interim executive role.”

LET'S MEET & GROW.



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