

# Thomas Welle

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## Executive Summary

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- Business and IT Professional with primary exposure to the Passenger Cars and Commercial Vehicles industry within China and South East Asia.
- Possessed proven leadership skills evidenced in the successful completion of multiple projects
- Experienced in working with top level as well as executive level management
- Six years of Asia experience (worked and lived in Kuala Lumpur, Hong Kong and Beijing)
- Conducted projects in Singapore, India, South Korea, Hong Kong, China as well as Czech Republic.
- Attended, lead and contributed to more than 50 client meetings and project presentations
- Conducted and supervised market research studies and focus groups across several Chinese provinces
- Lead and supervised internal temporary staff and external 3<sup>rd</sup> parties from over eight different countries (e.g. Germany, Taiwan, Singapore, Malaysia, Hong Kong, Columbia, Morocco, USA)
- Supported operations management in multiple departments (e.g. Sales, Finance, HR, Marketing and Customer Service)

## Key Accomplishments

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### CRM Factory /MCON Group

*Associate Director*

*Jan 2013 to current*

I was able to develop a vision and structure for all of my teams within the first months. I am responsible for a “no loss” bidding status in the first 7 months, which led to five mid-sized and two large-scale projects with total projected revenue of over 6 Mill. RMB. Furthermore I was able to acquire three new accounts in the automotive luxury segment. I currently manage three teams of nine CRM & BI developers and seven consultants from six different nationalities, which increased their utilization rate by over 30%.

- Project Manager of a prestigious driving facility project of a luxury automotive OEM in China
- Responsible for the successful implementation of the Center of Excellence, an automotive focused showcase installation sponsored and hosted by Microsoft in China, currently being expanded to Europe
- Overseeing the bidding process and being responsible for the execution of all incoming bidding requests
- Responsible for the internal career development of my immediate team members
- Part of the Local Direction Circle (LDC) and responsible of driving the company towards strategic goals
- Supervise the HR recruitment process to ensure a low number of fluctuations and healthy growth of the teams
- Responsible for a state of the art 360-degree view CRM showcase
- Responsible for the internal CRM project to ensure accurate and timely revenue forecast

### Districom Group Trading (Beijing) Co., Ltd Districom Group Ltd. (HK)

*Consultant*

*Jan 2010 to Jan 2013*

Joined this premier distribution advisory company to provide support to its expanding regional business by delivering projects to clients like Mercedes-Benz, Volvo and BMW all over Asia

- Contributed to generate 1,5 million Euro consulting revenue during the last three years
- Developed and implemented business intelligence tools utilizing state-of-the-art dashboard design and integrated mapping solutions
- Due to my development of a Business Intelligence application, a luxury automotive client was able to analyze 8 years of historical data as basis to introduce customer segment-tailored service contracts in China
- For multiple luxury automotive clients in Asia I have developed and supervised the development of BI solutions, which increased order planning and distribution target accuracy

- Conducted a comprehensive study of regional challenges in China via BI dashboards for various luxury automotive companies with focus on retail forecast, dealer targets, competitor analysis,
- Conducted research on the Asia-Pacific/China market and identify best opportunities for automotive distribution
- Accomplished validated regional automotive sales forecasts based on economic development in China which lead to an increase in dealer target accuracy of 20%
- Developed and implemented cross functional business processes for automotive companies covering Sales and Marketing, After Sales, Commercial Vehicles and Finance

#### **Mercedes-Benz Malaysia Sdn. Bhd**

#### **Business Process Consultant**

**Apr 2008 to Dec 2009**

Lead the Process Management Office (PMO) setup and efficiently handled the subsequent change management process across all business processes. Reporting to the General Manager, Compliance and to the CEO

- As head of the PMO at Mercedes-Benz Malaysia, the development of new business processes contributed to increased sales of over 20% in the subsequent year
- Established the "Service Payment Support Facility", a joint process of After Sales, Commercial Vehicles and Finance, which increased revenue by 25% and customer satisfaction by 40%
- As process consultant at Mercedes-Benz Malaysia I was responsible for the successful development and implementation of over 200 improved operational business processes
- Ensured new processes' observance of ISO 9001, SOA/FCPA standards, local guidelines and global policies
- Fulfilled PMOs function of promoting re-certification in ISO 9000:2001
- The business processes I developed, helped to increase efficiency by at least 25%, supported the company to fulfill headcount targets and significantly improved customer relationships and customer satisfaction

#### **WS MediaSystems GbR**

#### **Managing Director**

**Mar 2004 to Mar 2008**

- As Managing Director of WS MediaSystems, the company I started part-time during my studies, the turnover reached 30,000 Euro in its first fiscal year
- Largely contribute to the whole process from conceptualization to roll out and realization of web design, web application and IT consulting projects
- Design and set up dynamic and customized web sites, micro-sites and web applications for numerous corporate clients from various industries
- Function as IT Consultant for issues relative to web sites, e-commerce, design, hardware (Server), software (CMS, e-mail clients, MS Office) and web site improvements

#### **Education**

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- **Dipl.- Wirtschaftsinformatiker (FH) Computer Science and Business Administration**, University of Applied Sciences Ulm/New-Ulm, Germany, 2008
- **Advanced technical university entrance qualification (Fachhochschulreife)**, Vocational College – Theodor Frey Eberbach am Neckar, Germany, 2003
- **Exchange Program**, Baltimore City College, USA, 2001
- **Exchange Program**, German School of Athens, Greece, 1999

#### **Trainings/Certifications**

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- Currently pursuing PMP certification (expected within 2014)
- Certified QlikView Developer, 2011
- Anti-Bribery Compliance Training, Daimler AG Corporate Academy, 2008
- Development of Personal Teamwork Capabilities, Technical College Neu-Ulm, 2006

#### **Hobbies**

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- Golf, Tennis, Skiing, Climbing
- Automobiles, Photography, Cooking, Travelling & Cultures