

Martin Baar

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EDUCATION

Master in Strategic Management Erasmus University, Rotterdam School of Management (RSM), The Netherlands	09.2023 - 07.2024
Bachelor in International Business Maastricht University, School of Business and Economics (SBE), The Netherlands	09.2019 - 07.2022
Exchange Semester Ludwig Maximilian Universität München (LMU), Germany	04.2022 - 07.2022

PROFESSIONAL EXPERIENCE

Henkel AG (Düsseldorf, Germany) Perfect Portfolio Management Intern - Global Customer Excellence	03.2023 - 08.2023
<ul style="list-style-type: none">- Coordinated the integration of the 2024 detergent portfolio across multiple countries (JPN, EMEA, MEX)- Analysed data, conducted market analysis, and facilitated strategic discussions with top management- Led meetings, developed the department "Sales Story", and acted as the main contact for consultants	
Porsche AG (Weissach, Germany) Supply Chain Management Intern - Project Taycan	09.2022 - 03.2023
<ul style="list-style-type: none">- Developed a tracking program for vehicle components, improving visibility and cross-team coordination- Coordinated interactions between R&D, engineers and supply chain teams to ensure smooth operations- Led knowledge-sharing meetings, advised on supplier negotiations, and contributed to strategic discussions	
SPA Grand-Prix (Spa-Francorchamps, Belgium) Team Lead & Event Management Team Member - F1	07.2019 - 07.2025
<ul style="list-style-type: none">- Led a four-person team during the F1 Belgian Grand Prix, managing inventory, labor planning, and daily operations. Ensured a safe and positive work environment.- Served in the ticketing management team and was first contact person for French, English and German speaking costumers	

EXTRACURRICULAR ACTIVITIES

STAR - Student Association Chairman and Treasurer of the Strategic Management Study Club	09.2023 - 07.2024
<ul style="list-style-type: none">- Led a four-person team, streamlining task distribution across eleven projects- Managed €12,000 worth of subsidy, aligning financial planning with team objectives and project timelines- Fostered strong relationships with students, corporate partners, and faculty to drive collaboration and engagement	
Rotterdam Consulting Club (RCC) Active Member and Member of the Study Trip Committee	09.2023 - 07.2024
<ul style="list-style-type: none">- Participated in consultancy workshops with leading firms (e.g. BCG, DHL Consulting, Port of Rotterdam)- Oversaw and participated in over 20 case training sessions helping students prepare for consulting challenges- Participated in the organisation of the association's study trip- Connected with companies, fostering unity and networking opportunities for participants	

VOLUNTEERING

Global Reef (Koh-Tao, Thailand) Research Assistant	01.2025 - 03.2025
<ul style="list-style-type: none">- Conducted over 130 surveys including reef health assessments and marine life monitoring- Assisted in deploying artificial reefs, cleanup dives and planted 200+ corals for restoration- Helped train an AI model for coral species identification	

LANGUAGES

- **French:** Native
- **English:** Fluent (C2)
- **German:** Intermediate & currently improving (B1)

SKILLS

- Microsoft Office proficiency
- Data analytics
- Problem-solving
- Critical thinking

INTERESTS

- Automotive industry
- Basketball
- Books
- Photography