

CURRICULUM VITAE

PROFILE

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PERSONAL DETAILS

Date of Birth: 11/12/1981

VALUE OFFERED

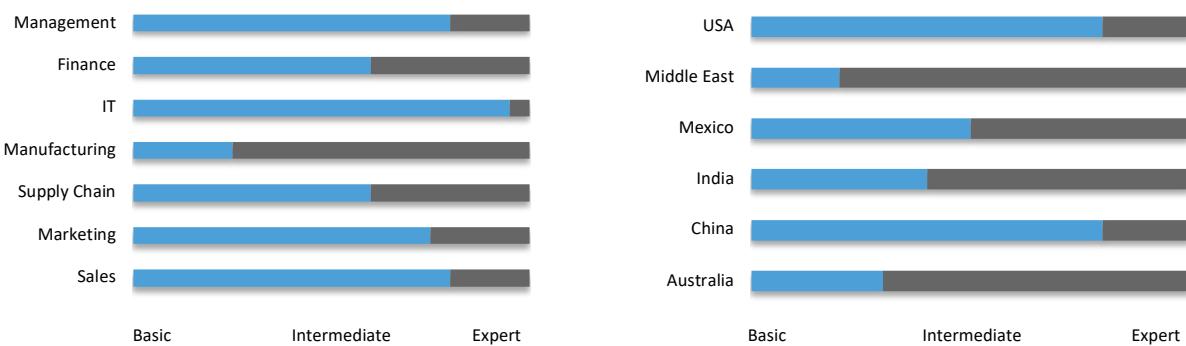
Dynamic and result driven Manager with 15+ years of experience in jump-starting and growing businesses in Asia and North America. I challenge the status quo and develop sustainable growth strategies with passion and team spirit.

- Business Strategy
- Market Entry
- General Management
- Marketing & Sales
- Business Development
- Change Management
- IT & Software Development
- Process Optimization

SUMMARY OF QUALIFICATIONS

- Proven track record of starting-up businesses in the US and China, including strategy definition and business planning
- Accelerated businesses through customer-centric philosophy and a result-oriented management approach
- Management high performing teams within marketing-, sales- and manufacturing organizations within electronic manufacturing
- Improved & automated business processes and increased team efficiency
- Lead product management team to develop market & industry-specific products
- Extensive skills in business development & sales for components and parts in Industrial Automation & Supply Chain
- Strong online marketing skills and SEO optimization e.g., Google Advertising, Google Merchant, LinkedIn & YouTube
- Successfully turned around an electronic components manufacturer and made the company profitable
- Established distribution networks in Asia-Pacific, North – and South America
- Profound knowledge & understanding of the North American market for Industrial Automation, Traffic & Transport & Supply Chain
- An extensive network of business professionals in North America and Asia
- Deep product knowledge within electro-mechanic and electronic HMI interfaces, level measurement & optical sensors
- Self-Educated & applied coding skills in PHP, HTML, and JAVA - both front and backend

EXPERTISE



LANGUAGES

Chinese	CET2
English	Fluent
German	Mother tongue

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PROFESSIONAL EXPERIENCE

FOUNDER & CTO

INTUTEC LLC

AI-Marketplace for automation components and equipment allowing to source & sell complex technology solutions direct.

AUG 2023 – PESENT

New York, USA

Responsibilities

- Strategic Development of the company, including vision, mission, business planning, forecasting
- Design of System Architecture, Data Management and UI
- Recruitment of Manufacturers of Technology Products

PRESIDDENT

Schlegel USA Inc.

Manufacturer of HMI Components

JULY 2022 – PESENT

New York, USA

Responsibilities

- Strategic Development of the company, including vision, mission, business planning, forecasting
- Cashflow Planning

CEO & PRESIDENT

CAPTRON NORTH AMERICA LP (Founded in December 2017)

Manufacturer of capacitive- & optical sensors, signal indicators

MARCH 2018 – JUNE 2022

New York, USA

Achievements

- Established OKR (Objective Key Results), enabling each department and employee to contribute to the company's success
- Created sustainable revenue streams and increased annual revenue from 800k US\$ in 2017 to 13.5 million US\$ in 2021
- Achieved a healthy EBITDA ratio of >15% while making significant investments in infrastructure and resources to grow the business
- Implemented a highly customer-centric business model with an NPS (Net Promoter Score) above 60% resulting in an ENR (Earned Net Revenue) of Ø 20% and an NRR (Net Retention Revenue) of Ø 126%
- Localized Supply Chain and improved OTIF (On-Time-In-Full-Deliveries) from 56% (2018) to 88% (2021), contributing to the overall customer satisfaction and company revenue
- Coded a DIY (do it yourself) Customer Relationship Management, ERP, and Accounting System allowing us to accommodate our unique & highly efficient business processes
- Won major product listings with Amazon, TESLA, and Apple – supporting a financially independent operation

HEAD OF BUSINESS DEVELOPMENT

CAPTRON Electronic GMBH

Manufacture of capacitive & optical sensors / signal indicators

June 2014 – April 2018

Munich, Germany

Achievements

- Successfully identified new markets & application areas for CAPTRON products supporting the international sales & marketing strategy and market entries
- Established distribution network in NAFTA allowing to jump-start the North American Market from 4k US\$ in 2014 to 800k US\$ in 2017
- Developed company strategy & business plan for the local subsidiary in the United States for which I was appointed as the CEO and President
- Won major distributors in the US, Mexico, Canada as well as Australia and India, increasing the export rate from 21% (2014) to 53% (2017)
- Developed a new industry & product portfolio, creating a new revenue stream of more than 10 Mio. US\$ for the company worldwide
- Developed distribution contracts & reporting for ASEA, NAFTA, MENA & DACH States, streamlining the qualification, training, and management of our distribution network globally
- Supported the general management on the definition of short-medium and long-term goals in line with the overall strategy
- Market Analysis for Traffic- & Transport, Industrial Automation, Building Technology & Supply Chain

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REGIONAL MANAGER ASIA

SATECO Asia Limited

Automotive Tier 2 Supplier for switches and silicon keypads

Feb 2012 – May 2014

Hong Kong S.A.R.

Achievements

- Successfully developed company's market entry strategy into Chinese automotive market including business plan
- Incorporated company as a FICE in Suzhou China with a budget of € 600k investment
- Managed an overall revenue of € 4.5M covering China, India, and Korea
- Established internal workflow and project management system
- Hired and trained local sales staff including engineering
- Implemented various marketing tools for Chinese market including LinkedIn groups, newsletter, Chinese website and catalogue, which boosted confidence with local automotive suppliers to do business with our organization
- Supported local manufacturing facility in Guangzhou & Beihai – China with more than 2,000 Staff in troubleshooting & audits
- Built strong customer base and strengthened relations with international OEM's in China
- Provided personal training to customer's engineering teams as well as trouble shooting support
- Developed customer base of Tier 1 suppliers, such as; VALEO, Delphi, TRW, and KOSTAL to name a few

EARLY WORK HISTORY

06/2010 – 01/2012 **General Manager (Interim)**
MENTOR Electronics & Components

05/2006 – 04/2010 **Chief Representative & Head of Purchasing**
MBG International Premium Brands

06/2003 – 04/2006 **Freelancer & Consultant**
Eisbär GmbH

EDUCATION

Bachelor Degree in Business Economics 2000 - 2003

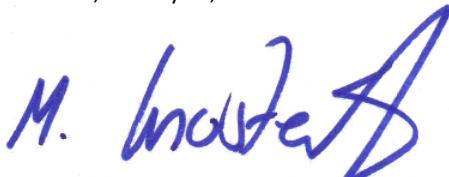
Graduated at 'Chamber of Commerce in Munich'

Majors: Marketing, business administration

HOBBIES

- Hiking
- Sailing (ASA101,103,104)
- Cycling
- Skiing

Palo Alto, January 13, 2025



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