

PROFILE

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USA

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PERSONAL DETAILS

Date of Birth: Nov 12, 1981

VALUE OFFERED

Dynamic, 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.

Grew revenue from \$0.8M (2017) to \$13.5M (2021)	Built a customer-centric model: NPS >60 and NRR ~126%	Won major listings with Amazon, Tesla, Apple
Delivered >15% EBITDA while investing in infrastructure/resources	Improved OTIF 56% → 88% through supply-chain localization	Built custom CRM/ERP/accounting system to support highly efficient processes

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
- Managed high-performing teams across marketing, sales, and manufacturing in the electronics sector.
- Improved & automated business processes and increased team efficiency
- Led a 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 in SEO and performance marketing (e.g., Google Ads, Google Merchant Center, 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 in industrial automation, traffic & transport & supply chain.
- An extensive network of business professionals in North America and Asia
- Deep product knowledge in electromechanical and electronic HMI interfaces, level measurement & optical sensors
- Certified full-stack developer (MERN stack) & self-taught machine learning using Python, Ollama, LangChain

EXPERTISE

CORE STRENGTH

General Management Sales & Business Development	Marketing & Growth Supply Chain	Systems/CRM/ERP Product Strategy
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REGIONS

USA China	Mexico India	Middle East Australia
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LANGUAGES

English (Fluent)	German (Mother Tongue)	Chinese (Basic)
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## PROFESSIONAL EXPERIENCE

### PRESIDENT

Schlegel USA Inc.  
Manufacturer of HMI Components

July 2022 – Present  
New York, USA

#### Responsibilities

- Strategic Development of the company, including vision, mission, business planning, forecasting
- Cash flow planning

### FOUNDER & CEO

INTUTECH LLC  
Marketplace for automation components, enabling users to source and sell complex automation solutions directly

Aug 2023 – Present  
Palo Alto, USA

#### Achievements

- Defined vision, GTM strategy, and financial model (pre-seed readiness)
- Architected system/data/UI foundations enabling scalable onboarding and transactions
- Secured 1.5M US\$ in revenue pre-launch
- Achieved an \$11.5M pre-money valuation pre-seed with a firm \$4M+ offer

March 2018 – June 2022

### CEO & PRESIDENT

CAPTRON NORTH AMERICA LP (Founded in December 2017)  
Manufacturer of capacitive- & optical sensors, signal indicators

New York, USA

#### Achievements

- Implemented OKRs (Objectives and 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 13.5M 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 avg. 20% and an NRR (Net Retention Revenue) of avg. 126%
- Localized Supply Chain and improved on-time, in-full (OTIF) from 56% (2018) to 88% (2021), contributing to the overall customer satisfaction (NPS above 60%) 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  
Manufacturer 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 enabling us 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 10M 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

## 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 OEMs in China
- Provided personal training to customers engineering teams as well as troubleshooting 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	<b>General Manager (Interim)</b> MENTOR Electronics & Components
05/2006 – 04/2010	<b>Chief Representative &amp; Head of Purchasing</b> MBG International Premium Brands
06/2003 – 04/2006	<b>Freelancer &amp; Consultant</b> Eisbär GmbH

## EDUCATION

### **Bachelor Degree in Business Economics**

2000 - 2003

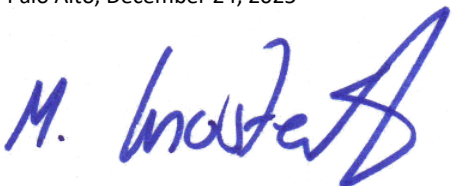
Graduated at 'Chamber of Commerce in Munich'

Majors: Marketing, business administration

## HOBBIES

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

Palo Alto, December 24, 2025



Mathias Krostewitz