

Areas of Expertise



Strategic Digital Business Transformation
Software Implementation Program Leader

Industries

Software	Automotive
Banking	Retail
High-Tech	Consumer
Oil & Gas	Manufacturing

Positions Held

Managing Director, Nimble Leader,
Founder and CEO of innovad LLC,
SVP Service and Support, SAP America
VP Service and Support, SAP America
and SAP SE

Education | Certifications

B.S. Computer Science, University of Applied Sciences Karlsruhe, Germany.
Certification with INSEAD Business School, Fontainebleau, France.

Publications

Run IT – Dominating Information Technology; Book published 2019 by Springer Nature (www.springer.com).

Speaking Engagements

- “Design Thinking”; Communication University of China (CUC) in Beijing and at the d.school in Potsdam (Germany).
- Lectures (IT, AI) at Villanova, Temple, and PSU
- “The Five Pitfalls of Software Implementation”, ASUG Keynote – Newtown Square.
- Many presentations at SAP MaxAttention events in California, India, Germany, China, Ireland, and Austria.

Personal Brand | Experiences and Successes

Mantra: “Bridging IT and Business Leadership.”

Core Value: Providing strategic advice for digital business transformation along with tactical program management leadership to implement these strategies.

Operational Excellence

- Achieved more than \$700M in MaxAttention services revenue per year
- Managed the Net Promoter Score achieving more than 85% across the entire MaxAttention customer base
- Served more than 550 customers globally

Strategic Digital Business Transformation

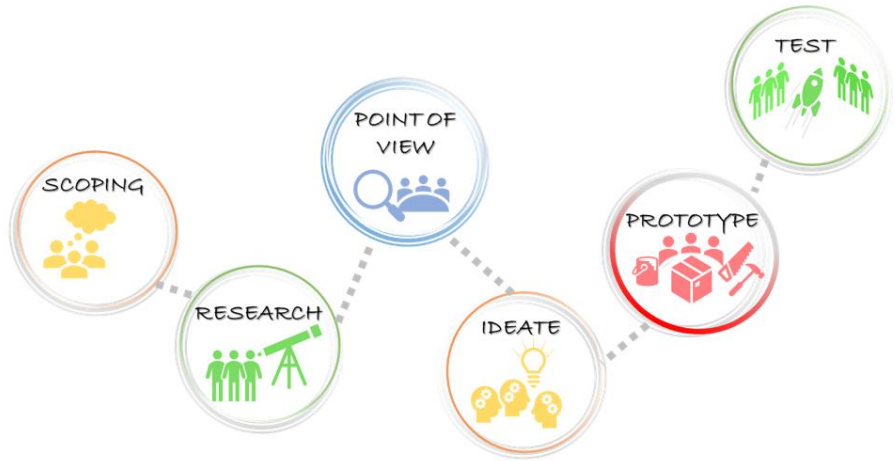
Global software implementation projects led by Andreas include the following clients and services:

- **Apple** – Performance and Scalability assessments; IT Operations Readiness assessments; Enterprise Transformation Roadmap to S/4HANA
- **Royal Bank of Canada** – Operational go-live management
- **Caterpillar** – Implementation of their warehouse management systems
- **Ford Motor Co.** – Implementation of their warehouse management systems
- **Colgate** – Strategy service for their supply chain systems (Consolidation of their APO systems); Business Warehouse strategy service; Enterprise Transformation Roadmap
- **Nan Shan Life** – IT Operations Readiness service
- **ExxonMobil** – Business Transformation service; Single Global Development Strategy assessment; Enterprise Transformation Roadmap to S/4HANA
- **Coca-Cola Femsa** (Mexico) – IT Strategy Service for Performance and Scalability; DesignThinking workshops

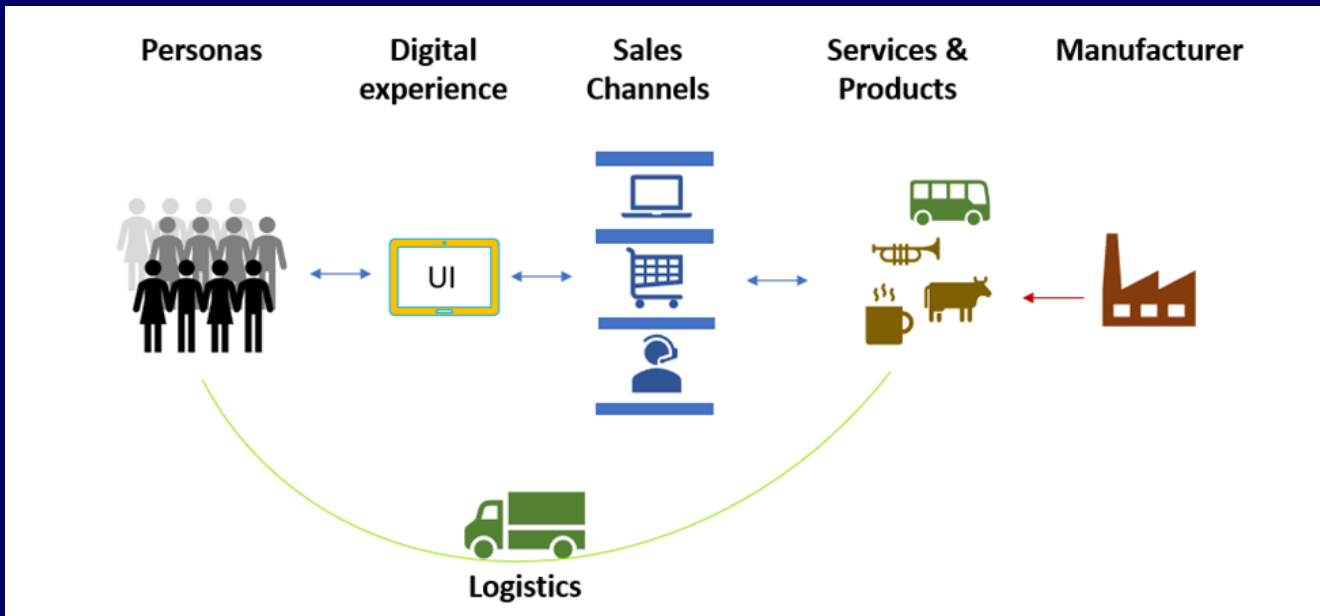
Measurement System Design & Execution

- Top-Issue reporting with laser sharp focus on the issues blocking progress and success including naming of the issue, root cause, solution approach, assignment to responsible persons, deadline, and next steps
- Spider graph reporting to visualize complex project and program dependencies
- Providing KPI Framework to measure day-to-day progress

EMPOWERING the INNOVATION – with Design Thinking



BUILDING the STRATEGY - Digital Business Transformation



ENABLING the OPERATION - Flawless Software Implementation



Avoiding the Five Pitfalls of Software Implementation(*).

(*) Gaesser, A.: "Run IT – Dominating Information Technology"; p. 25, www.springer.com