

JOHANNES SCHÜLER

EXECUTIVE PROFILE

Strategy – Entrepreneurship – Innovation – Operations

Accomplished professional recognised for achievements in the areas of strategy, entrepreneurship, innovation and operations applied across international manufacturing and retail industries. Track record of consulting to multinational corporates as well as developing entrepreneurial start-ups. Experienced in designing strategy and implementing workable business plans. Innovative and successful in transforming and streamlining organisations by applying Lean Manufacturing principles and methodologies. Proven leader with special capabilities in building teams, managing change and developing constructive organisational cultures. Outstanding academic achievements.

BUSINESS SKILLS

STRATEGY

- Strategy development – designing company strategy by applying systems thinking and utilizing strategic tools and methodologies.
- Strategy implementation – aligning business plans, internal processes and activities to strategic goals and achieving them.

ENTREPRENEURSHIP & INNOVATION

- Developing startups from initiation to established companies across the entrepreneurial process of ideation, opportunity evaluation, innovation, prototyping, market testing, product & brand design, market launch and growth phase.
- Entrepreneurial finance, VC/private equity deals, investment and exit models.

OPERATIONS

- Designing and implementing effective and implementable operations plans in support of the organisation's strategic objectives.
- Achieving operational objectives by implementing Lean Manufacturing principles and methodologies.

CHANGE LEADERSHIP / ORGANISATIONAL DEVELOPMENT

- Leading organisations through profound change and transformation.
- Developing sound organisational culture based on distinct values and principles.

HIGHER EDUCATION

UNIVERSITY OF CAPE TOWN, GRADUATE SCHOOL OF BUSINESS, Cape Town, South Africa

Master of Business Administration (MBA), with distinction, 2007

Excellent Performance Award: Old Mutual Gold medal

COLUMBIA UNIVERSITY, GRADUATE SCHOOL OF BUSINESS, New York City, USA

Master of Business Administration (MBA), Exchange Programme, 2008

Scholarship by the Rockefeller-founded International House, NYC, New York.

KARLSRUHE UNIVERSITY OF APPLIED SCIENCES, Karlsruhe, Germany

BSc in Industrial Engineering, with distinction, 2001

MAINZ PROFESSIONAL TECHNICAL COLLEGE, Mainz, Germany

Professional Qualification in Automotive Mechanics, with distinction, 1997

Excellent Performance Award: "Best in Automotive 1997"

EXECUTIVE SHORT COURSES AND OTHER PROFESSIONAL EDUCATION

LEADERSHIP PROGRAMME, GRID International, 2005

CHANGE MANAGEMENT, Gordon Institute for Business Science (GIBS), 2005

NEGOTIATION, Gordon Institute for Business Science (GIBS), 2006

CONFLICT- & STRESS MANAGEMENT, Coaching Programme by The Associates, 2004/05

PROJECT MANAGEMENT, LJ Project Associates, 2004

QUALITY MANAGEMENT, Holmes & Mann Associates, 2003

STRATEGIC MARKETING, Front Foot, 2003

ACADEMIC & PROFESSIONAL EXPERIENCE

UNIVERSITY OF CAPE TOWN, GRADUATE SCHOOL OF BUSINESS, Cape Town, South Africa

Senior Lecturer, MBA programme

2012 – present

In 2012: modernized and since taught the Operations Management core course. Current operations issues within eCommerce, supply chain management, emerging market manufacturing and service industries were covered from an investment analysis, managerial and entrepreneurial perspective on operations.

Since 2013, Johannes has led the GSB's participation in the John Molson International Case Competition, the world's oldest and largest case competition annually held in Montreal, Canada. The JMICC is often referred to the "MBA Olympics". Under his guidance, 5 teams of 4 GSB students have twice reached the semi-finals, won the first prize in the global case writing competition twice and were awarded with the Richard Outlaw Team Spirit award in 2015.

From 2015, Johannes has started facilitating the Innovation & Entrepreneurship core course as well as the Planning New Ventures elective, designed to guide students in developing adequate business plans and presenting these to potential investors.

In 2016, Johannes designed the GSB's new course "Business Model Innovation Lab" which provides an integrated and applied approach to Business Strategy, Case Analysis and Company Analysis.

LE BONBON CONFECTION (Pty) Ltd, Cape Town, South Africa

Founder and Managing Director

2012 – present

Le Bonbon was founded in 2012 to satisfy a growing demand for artisanal confectionery. Le Bonbon's products are inspired by international innovative trends but based on traditional recipes and manufacturing techniques. As an innovation provider to Woolworths SA and supplier to local and international retail channels, the company conforms to the most stringent food safety management standards and today produces in large volumes. The company recently attracted a Venture Capital investment, now employs 120 staff and is looking towards exports.

ECONO-HEAT ENERGY EFFICIENT APPLIANCES (Pty) Ltd, Cape Town, South Africa

Econo-Heat designs, manufactures and distributes innovative energy-efficient heating appliances. After a change of Econo-Heat's ownership in 2005, the company embarked on a rapid growth strategy, mainly focusing on retail markets in key export destinations such as Southern and Central Europe, USA and Canada, Australia and New Zealand.

In 2009-11, EH totally revamped its manufacturing facilities in order to create capacity for its expansion programme. World-class manufacturing technologies and automation were introduced on the basis of Lean Manufacturing principles.

Operations Director

2008 - 2011

Operations: Total re-engineering of Econo-Heat's manufacturing operations as part of a major capacity expansion programme. Streamlining production processes and systems in line with the Toyota Production System, following Lean Manufacturing principles and methodologies.

Business Strategy/Finance: Providing input into EH's business strategy. Conceptualising and driving EH's operations strategy. Financial planning, liaison with banks and funding institutions.

Business Development/International Expansion: Trade negotiations with Massmart and Pick'nPay. Conceptualising and driving EH's export programme into the German and Austrian retail markets.

New Product Development: Overseeing and driving the development and industrialisation of three new products. Developing and improving EH's original product, the wall panel heater.

AUTOMOTIVE INDUSTRY DEVELOPMENT CENTRE, South Africa

The AIDC was established in 2000 as a competence centre offering international best-practice engineering solutions to the SA automotive industry in order to assist in increasing the global competitiveness of the South African automotive industry to world-class levels. During my employment (2002-2006), the company consulted to all international OEMs located in SA (BMW, Daimler, Toyota, Ford, Fiat, Nissan, Volkswagen and GM) as well as to more than 200 SA component manufacturers in the fields of macro logistics (infrastructure development), SME development (lean manufacturing and continuous improvement solutions) and technical skills development. This required rapid development of the organisation's human capital base and positioning as an employer of choice. My responsibilities included:

Manager: Business Development

2004 - 2006

Corporate strategy: Strategic positioning, service portfolio development, branding and pricing. Positioning as a preferred employer, reflected in the company's consistently improving performance in the prestigious Deloitte and Financial Mail "Best Company to Work For" survey (winner of the Automotive Sector Category Award and 19th/7th place overall in 2006/2007).

Operations: Align internal business processes and systems to AIDC's expansion strategy. Implement effective project- and performance management standards supported by the introduction of an ERP project management system.

Business Development, Marketing and Communications: Marketing, PR, events. Stakeholder relationship management. External and internal communications.

Project Manager

2002 - 2004

Project Management/Strategy implementation management: Involvement in several automotive supplier development projects focused on lean manufacturing and logistics. Development of Balanced Scorecard strategy implementation management systems in the SA automotive industry.

ADVANCED MICRO DEVICES (AMD) GmbH, Dresden, Germany

1999 - 2002

AMD is a world leader in micro-chip technology design and manufacturing. At the time, AMD was seeking to increase its market share on the back of technology advantages over Intel at the time. In 1999, the company embarked on a major global retail partnership and support programme with the aim to increase sales by changing consumers' perceptions and informing on the advantages of its products.

Area Representative, South-West Germany

Development and implementation of a strategic retail partnership programme. Coordination of technical services, marketing and sales support to selected major PC hardware resellers and distributors. Technical trainings and workshops, sales promotions and acquisition days. Overall responsibility for 55 retail stores in South-West Germany.

EARLY PROFESSIONAL CAREER

PIRELLI TYRES AUSTRALIA (Pty) Ltd, Sydney, Australia

2001/02

Trainee in project management: Cost saving project focused on Pirelli's supply chain.

MHP – IT BUSINESS CONSULTANTS, Stuttgart, Germany

2000

Trainee in SAP/IT project management: Customisation of PORSCHE's SAP R/3 system.

PC SPEZIALIST GmbH, Darmstadt, Germany

1998

Trainee in Retail management: Retail organisation and sales.

HOCHTIEF AG, Potsdamer Platz Berlin, Germany

1998/99

Trainee in Project Management: Project support to Europe's largest construction site at the time.

KAWASAKI ROADRUNNER GmbH, Mainz, Germany

1994 - 1997

Professional qualification: Mechanical Engineering, Automotive. In 1997, excellent performance award by Chamber of Craftsmanship and first prize by the Mechanics Association Rheinland-Pfalz, Germany.

DEVELOPMENT PROJECTS

ROCKEFELLER FOUNDATION / AGORA PARTNERSHIPS, Managua, Nicaragua 2008
Developing an internationally approved impact rating system to assess a company's social and environmental impact. The tool was enhanced to improve its relevance to emerging markets. Companies can now be rated and certified by the B Corporation.

MILITARY SERVICE

Compulsory military service in the German Army: Paratrooper 1997
Training in the "Krisenreaktionskräfte (KRK)" - a special forces unit of the German army.

LANGUAGES

GERMAN: Mother tongue.

ENGLISH: Excellent, twelve years of international business experience.

FRENCH: Basic, 5 years at school and student exchanges.

SPANISH: Basic.

ACTIVITIES AND INTERESTS

INTERESTS: Entrepreneurship, food, travelling, hiking, beach volleyball.

ACTIVITIES: Voluntary work with political youth groups from 1992 – 2000. Elected representative for a democratic party in the local council of Mainz from 1999-2002.

MEMBERSHIPS: Verband Deutscher Ingenieure (VDI), Lean Enterprise Institute, Zentralfachschule der Deutschen Süßwarenindustrie (ZDS).