

# DR. FRANK KNOCHE

Leadership. Commercial Excellence. Transformation.



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## QUALIFICATION SUMMARY

20+ years of leadership experience and agile multi-project expertise (PRINCE2 and SCRUM certified) in international matrix organizations incl. 10+ years of agile transformation consulting and 10+ years of experience in executive search

## EXPERIENCE

### Transformation Lead

[Knoche Consulting](#)   2008 - Ongoing   Hamburg

I support companies to envision, design and implement transformative ideas into substantial business; e. g.:

- Successful conclusion of a global IT outsourcing framework agreement in a two-digit million range within 9 months for a leading mobility provider
- Complete re-implementation of an agile product management organization within 6 months for a technology leader in the field of media digitalization

### Executive Search Consultant

[headfinders.com](#)   2008 - Ongoing   Hamburg

I have been head-hunting the best minds for listed and non-listed companies in both transformation situations and for startups; e.g.:

- Successful filling of various CEO, CFO, Global VP Sales and other top executive positions in different industries (e.g. Energy, IT, Media, Telco)

### Director of Information & Marketing Logistics

[arvato distribution GmbH](#)   2006 - 2008   Gütersloh

European market leader in integrated supply chain management-solutions with more than 50,000 employees, part of Bertelsmann Group

- Increase of EBIT in my first year by more than 25% (return on sales > 10%) with growing business and continuously high level of client satisfaction

### Business Development Consultant

[Knoche Consulting](#)   2003 - 2006   Hamburg

Marketing and business development for IT companies as well as connecting financial service providers with the entertainment industry

- As a „One-man Show“ I initiated a partnership between a global financial services provider and a leading European media group

### Marketing Manager Central Europe

[CIGNA International](#)   2002 - 2003   Frankfurt

European unit of the US health insurance company CIGNA with more than 40,000 employees worldwide

- As their first employee in Central Europe I built well-functioning marketing and customer service structures in Central Europe within 3 months

### Target Group Marketing Manager

[Techniker Krankenkasse](#)   1996 - 2002   Hamburg

Today the biggest statutory health insurance company in Germany

- I gained 40,000 new B2C clients in defined target groups through integrated marketing campaigns within my first 4 months

## MY STRENGTHS (ASSESSED BY 20 BUSINESS PARTNERS)

- ★ Strategic
- 🗨 Communicator
- 🔧 Executor
- 👁 Focus
- 📅 Discipline

## MOST PROUD OF

- 👤 My family  
My wonderful wife and our wonderful daughter
- 💎 My comprehensive experience  
as a leader in transformation, marketing, sales and in building new businesses

## LANGUAGES

- German   ●●●●●
- English   ●●●●●
- French   ●●●●●

## EDUCATION

### Dr. phil.

[University of Health Sciences, Medical Informatics and Technology \(UMIT\)](#)

Hall, Tyrol, Austria

### Interim Executive (EBS)

[European Business School](#)

Oestrich-Winkel, Hesse, Germany

### Diplom-Kaufmann (FH)

[Hamburger Fern-Hochschule](#)

Hamburg, Germany