



MY COMPETENCES in a nutshell.



Global expertise in marketing, brand management, corporate communication and investor relations (B2B, B2C, B2B2C)



Over 20 years of professional experience at global market and technology leaders with matrix organisations, as well as strong brands, with direct reporting to the executive board and management



Over 12 years of managerial responsibility of global departments with around 20 employees (disciplinary and professional); building and expanding internationally successful teams in the driving force role



Successful **management** of over 4,000 projects (everyday and large-scale) with focus on generation of added value and excellence for target groups



Industry experience: Health, automotive & aerospace, construction, mechanical engineering, plastics & rubber, automation (robotics), IT, energy, sensor technology, services, science

MY PROFESSIONAL PROJECTS Selection.

Organisation management

- Responsibility and management for the entire group, business segments (up to 5) and subsidiaries (up to 30) as well as for dealers and agents
- Establishment and development of global division and department structures as well as coaching of employees
- Structuring and optimisation of international planning and budget processes (up to €10m)
- Anchoring of target-oriented project and platform management
- Optimisation of cooperation with departments
- Development and expansion of global service provider structures with focus on value-adding activities

Marketing

- Global brand management (~ 30 projects), incl. establishment and development of brand portfolio, corporate design, establishment of employer branding
- Strategic marketing (~ 30 projects), incl. implementation of the global marketing strategy, anchoring of „Customer Centricity“ and industry marketing, as well as the integration of trends (e.g. Digital Transformation and Industry 4.0)
- Sales marketing (~ 150 projects), incl. management of measures via different sales channels (Direct Sales, Key Account, Dealer and Agents), anchoring of Sales Excellence, implementation of sales promotions



MY PROFESSIONAL PROJECTS

Selection.

Marketing

- Produkt- and service marketing (~ 400 projects), incl. the realisation of global crossmedial system solution, product and service campaigns (online and offline measures), as well as the global marketing of new products and services
- International marketing (~ 100 projects), incl. the country-specific implementation of marketing strategies and concepts for subsidiaries
- Digital marketing (~ 100 projects), set-up and development of website and social media channels, as well as enhancement of electronic customer management (e.g. through SEO, apps, lead generation, e-mail marketing, films, Augmented Reality)
- Trade Show marketing (~ 700 projects), incl. the organisation and realisation of trade fairs (e.g. bauma, IAA, K trade show) and customer events worldwide
- Brochure marketing (~ 500 projects), incl. the compilation of customer magazines, product and service brochures, specialist articles and success stories

Corporate Communication

- CEO positioning (~ 450 projects), incl. internal and external positioning of executive board /management, advice & coaching for speeches and presentations (e.g. in front of journalists and investors, as well as employees and business partners)
- Strategic communication (~ 100 projects), incl. implementation of global communication strategy and development of internal and external communication worldwide
- Internal communication (~ 400 projects), incl. set-up of management communication, organisation of global management meetings, implementation of group-wide Intranet, compilation of employee media (e.g. employee magazine, executive board letter, internal communication and official versions)
- External communication (~ 150 projects), incl. development of sustainability communication (CSR), Public Relations, history communication, communication with government and associations, as well as implementation of storytelling
- Press relations (~ 450 projects), incl. the compilation of press releases, organisation and moderation of press conferences worldwide, maintenance of contacts for national /international press, as well as the role as press spokesperson and contact for journalists for the daily, business, financial and technical press
- Investor Relations (~ 150 projects), incl. the development of financial and capital market communication, organisation and implementation of events (e.g. AGM, analyst conference, Capital Market Day, as well as global roadshows), compilation of annual and quarterly reports, as well as documentation relevant to the capital market, and increase in analyst coverage)

I'LL MAKE YOU
OUTSTANDING.

IMRE SZERDAHELYI



MY PROFESSIONAL PROJECTS Selection.

Large-scale projects (~ 30 projects)

- Communication of IPO of Wacker Construction Equipment AG (now Wacker Neuson SE)
- Communication of merger of Wacker Construction Equipment AG & Neuson Kramer Baumaschinen AG into Wacker Neuson SE as well as communication of several acquisitions worldwide
- Crisis Communication, incl. financial & real estate crisis in 2008/9, factory closures/relocations, as well as redundancies
- Communication of transfer of ownership (Private Equity for Private Equity), as well as in particular the transfer of ownership of the KraussMaffei Group from the Canadian owner Onex Corporation to the Chinese enterprise ChemChina
- Communication of financial transactions, incl. takeover of shares by major investors, as well as issue of bonds
- Change and integration communication, incl. communication on the integration of new companies, change management in companies (e.g. cost reduction, profit optimisation, process improvements supply chain, enhancement of the service concept) as well as Digital Transformation)

PRESENTATIONS Selection.

- German Communication Congress: „KraussMaffei is being taken over and heads the communication“
- CMO Best Practice Day: „Managing B2B brands successfully“
- German Marketing Day: „Individualisation 4.0 – Without structuring 1.5, more a claim than reality“
- B2B Brand Conference: „Challenges for establishing a multi-brand strategy in global sales“

AWARDS Selection.

- manager magazine, „The best annual reports“, **1st place**
- International Competition for Annual Reports, **1st place (4x)**
- Internal & External communication, **gold award**
- Shortlist „**Integrated Communication Award**“
- Global Customer Communication, **1st place and platinum award**
- Ranking „Excellence in Investor Relations in Germany“, **7th place**
- Nomination „**B2B Marketing Person of the Year**“ (2x)

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ADRESSE

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