

KLAAS ERIK ZIMMER

PRODUCT MANAGER



CONTACT INFO



March 1st 1992 in Mainz,
Germany



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Germany



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LANGUAGE SKILLS

- German (mother tongue)
- English (fluent)
- Spanish (fluent)
- Brazilian Portuguese (advanced)
- Turkish (intermediate)
- French (basic)

IT-SKILLS

- Microsoft Office 2016
- Microsoft Project 2010
- IBM Cognos (TM1)
- Adobe Photoshop
- Adobe Illustrator

SCHOLAR EDUCATION

1998 - 2002
Präsident-Mohr primary school, Ingelheim, Germany

2002 - 2011
Sebastian-Münster-Gymnasium, Ingelheim (bilingual branch),
bilingual high-school diploma, mark: 1,5

HIGH-SCHOOL EXCHANGE YEAR

8/2008 - 7/2009
Córdoba Capital, Argentina

UNIVERSITY EDUCATION

9/2011 - 8/2014
Cooperate studies (duales Studium) in 'B.A. BWL/International
business' at Cooperative State University (DHBW Stuttgart,
Germany) with Daimler AG; study focus:
International Marketing and Lean Operations. Mark: 2.1

1/2013 - 6/2013
Semester abroad at İstanbul Kültür Üniversitesi, Turkey

10/2016 - 9/2018
Part-time master studies in 'M.A. Controlling and Sustainable
Management' at Center for Advanced Studies, DHBW Heilbronn,
Germany. Mark: 2.3
Master thesis nominated for a special honors award by Ernst & Young.
Scholar of Daimler AG Academic Programs Talent Program

9/2021 - 05/2023
Especialización en Docencia Universitaria
Facultad de Ciencias Económicas, Universidad de Buenos Aires (UBA)
Mark: 9,6 out of 10

INTERNSHIPS DURING THE COOPERATE STUDIES AT DAIMLER AG

1/2012 - 3/2012

Project Procurement for the projects BR205 and BR213, Stuttgart

6/2012 - 8/2012

Sales strategy and -planning MB Cars for HK & Macau, at MB Hong Kong Ltd

6/2013 - 8/2013

Controlling and Reporting production material MB Cars, Stuttgart

9/2013 - 11/2013

Project controlling powertrain at Mercedes-AMG GmbH, Affalterbach

2/2014 - 5/2014

Sales and Marketing China at Mercedes-AMG GmbH, Affalterbach In the course of the internship, elaboration of bachelor thesis with the topic: 'Automotive marketing in China - development of an online marketing strategy for the Mercedes AMG GT'

FULL TIME JOBS AT DAIMER AG/MERCEDES-BENZ AG

8/2014 - 7/2016

Central Finance- and EBIT-planning and -controlling MB Vans, Stuttgart

Principal tasks:

- Revenue- and EBIT-planning and -controlling Mercedes-Benz Sprinter
- EBIT- and budget- planning and -controlling production MB plant Düsseldorf
- Key Account for plant budget- and production material-controlling
- Key Account for controlling MB Sales Germany (MBVD)
- Enhancement and improvement of the department's management reporting

7/2016 - 1/2020

Financial project leader Mercedes-Benz GLA (H247), Sindelfingen

Principal tasks:

- Financial project lead and –supervision MB GLA
- Financial lead optional equipment MB Compact Cars (MFAII)
- Financial supervision powertrain MB Compact Cars (MFAII)
- Financial key account PHEV vehicles and CO₂-/WLTP-measures MFAII
- Inter-divisional coordination of the cost-/ profitability projects 'Challenge A+' and 'DCVA-optimization 1.0'

6/2017 - 1/2018

Exec. assistant to division manager (additional to tasks as project leader)

Principal tasks:

- Preparation of Top-Management documents and –briefings
- Coordination of division-internal business- and HR-projects
- Confidential processing and analysis of division-internal HR procedures Monitoring of the department's budget
- Preparation and post-processing of regular committees
- Concept, preparation and execution of executive seminars
- Steering division-internal preparations for Daimler AG Board Meetings

1/2020 - 10/2021

Product- & Portfolio-Manager Mercedes-Benz Vans China in Beijing

Principal tasks:

- Assistant team leader
- Project steering China 'new generation MB V-Class and MB Vito Tourer'
- Mid- and long-term sales volume and -discount planning, sales steering strategy
- Short- and long-term product pricing- and offering-logic for ICE- & NEV models
- Definition of local customer requirements based on market research
- Development of the MB Vans China product-strategy & -portfolio
- Elaboration of product vision new Luxury- and Crossover- product concepts
- Collaboration project with Sales team concerning customer conquest and steering of dealers
- Conception, compilation and presentation of Top Management presentations
- Daily alignment with German HQ Management concerning above mentioned topics
- Defend the China market requirements in discussions with German HQ

3/2021 - 5/2021

Provisional team lead Product Management MB Vans China & Denza in Beijing

Principal tasks in addition to regular tasks as Product Manager:

- Coordination of 5 Chinese team members
- Lead and coordination of the team's duties
- Resource- & task-management of team members
- Responsibility for all PM MB Vans & Denza related tasks
- Dispatch, prepare and execute Mid- & Top-Management meetings
- Represent PM MB Vans & Denza towards stakeholders and Management

Since 10/2021

Strategic Product Management Mercedes-Benz VAN.EA

Principal tasks:

- Assistant team leader
- Definition of global customer requirements based on market research
- Development of a global product portfolio for the VAN.EA BEV architecture
- Product definition coherent to the brand's global Luxury positioning
- Full Product-Management responsibility for VAN.EA Interior, Innovations and China-fit
- Representation of Marketing & Sales department in decision-making committees
- Elaboration and implementation of a holistic sustainability strategy for VAN.EA
- Elaboration and implementation of a health- & wellbeing strategy for VAN.EA
- Safeguarding of product development according to product vision and performance profile
- Product innovation and -design management in order to fulfill global customer requirements
- Conception, compilation and presentation of Top- & Board- Management presentations

SOCIAL, ACADEMIC AND ENTREPRENEURIAL ACTIVITIES

1/2016 - 8/2016

Voluntary work as mentor for a refugee child at ‚KinderHelden e.V.’, Stuttgart

7/2019

University lecturer at DHBW Stuttgart for the module ‚Cost management in automotive RD projects’

12/2019

Guest university lecturer at İstanbul Kültür Üniversitesi concerning the topic:
‘Project Management in the automotive industry’

2/2017 - 12/2019

Advisory support of the medium-sized architecture- and construction company Böhringer Creativbau GmbH Heilbronn with regards to commercial, strategic and organizational issues (www.boehringer.net)

Since 12/2019

Co-Founder of Analyzer S.A. International, Córdoba Capital, Argentina
(www.analyzer.com.ar)

- Development of a financially sustainable business field for Analyzer S.A.
- Acquisition of attractive Chinese suppliers for medical machines
- Successful market introduction of several Chinese brands to the Argentine market
- Key Account Manager for the Chinese suppliers
- Support in Governmental- and regulation-related issues in cooperation with Federal Health Agency
- Tailoring the new product portfolio to the needs of the Argentine customer
- Elaboration and planning of a sales-strategy for the Argentine market
- Elaboration of a pricing- and discount- strategy for the Argentine market
- Planning and execution of a marketing- and social media strategy

4/2022 - 9/2022

Voluntary work as a social worker at the refugee camp Stuttgart Schleyerhalle, which accomodates around 500 war refugees from Ukraine and which is operated by Johanniter Regionalverbund Stuttgart.

Execution of diverse tasks in order to ensure a good level of care and fast integration of the refugees into our society.

Stuttgart, 01.06.2023

Klaas Erik Zimmer