


PROFILE – GUILLAUME MISPELBAUM



Corporate & digital strategy expert with many years of experience in: corporate development, organizational & digital transformation, building new businesses for others and myself, product portfolio management, carve-outs, spin-offs, post-merger integration and corporate finance. I typically work in an iterative project management style to optimize a client’s operating model. Digital transformation of teams is a by-product of my doing.

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Online Market Place



Chemicals



Discount Supermarket



Women Fashion Retail



Automotive Supply



Fashion Retail





Media & Cable TV



Telco

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Sectors	Start & duration	Tasks
 Online Market Place	June 21 7 months	Consultant for refurbished products category at leading global online market place (10bn) <ul style="list-style-type: none">• Partnership strategy• Market screening for M&A opportunities• Development of a new service offering & strategic development of business unit• Analyses for strategic growth options including customer insights
 Chemicals / Pigments Manuf.	March 21 1 month	Development of a sales digitization concept for a leading manufacturer of pigments (300m) <ul style="list-style-type: none">• Analysis of best practices• Framework development to identify areas & usecases to be digitized• Financial levers to be moved through digitization

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Sectors

Start & duration

Tasks



Discount
Supermarket

June 20
7 months

Project lead for co-branded credit card strategy at leading discount chain (50bn)

- Development & implementation of strategy
- Screening & RFP for partner banks
- Negotiation of roll-out with country organizations



Women
Fashion Retail

January 19
36 months

Project lead for performance improvement, digitization and head of protective shield (250m)

- Implementation of cost cutting program -25% p.a. & revenue growth projects (ITP & ASP)
- Operative deep dives in sales, sourcing, logistics, inventory management, marketing, maintenance (of stores), IT, relaunch of online business and integration into warehousing
- During COVID19 crisis: all non-legal topics for the entire protective shield procedure (Insolvenzverfahren in Eigenverwaltung) and Management Buyout process

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Sectors

Start & duration

Tasks



Automotive
Supplier

May 18
5 months

Consultant for performance improvement for German tier 1 automotive supplier (40bn)

- Optimization of R&D budgeting and variant management
- Intercompany pricing analysis and development of guidelines



Fashion
Retail

February 18
2 months

Consultant for strategy implementation for leading fashion retail group (8bn)

- PMO for a CRM & loyalty implementation project (Salesforce, mobile and digital loyalty program / GDPR / consent management / incentivization)
- Business tasks: business case & financial model, c-level presentations (incl. owner family)
- Product tasks: epics & user stories, supported UI/UX ideation

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Sectors

Start & duration

Tasks



Media &
Cable TV

September 17
5 months

Consultant for GDPR project for large German media house (2bn)

- PMO for GDPR / consent management / single sign on
- Strategy development, partnering, financial case, UI / UX, c-level presentation



Telco

July 2013
approx. 3 years

Team lead for mobile payment & commerce solutions at Deutsche Telekom AG (70bn)

- Responsible for entire product portfolio from ideation to launch (approx. 40 products)
- Transformation of team from waterfall to agile within a waterfall Telco organization
- Building partnerships with payment providers (e.g., PayPal) and retailers (e.g., REWE)

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Sectors

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Tasks



Consulting

September 10
approx. 3 years

Consultant for IBRs and M&A projects at Helbling Business Advisors GmbH (150m)

- Clients' sectors: data switches, solar power, coil coating, air conditioning, automotive, food & beverage, machinery, steel, temporary employment, paints & coatings, timber
- Tasks: financial modelling, market studies, M&A buy & sell sides, due diligences, management information systems, restructuring & turn around projects, PMO



Business building
& Freelancing

2001 - 2009

Business building & freelancing during studies

- Equipment leasing for MICE – new business model based on revenue sharing
- Automotive – car explainer for various brands (e.g., Maybach, Jaguar Land Rover)
- Business Travels – market entry to Middle East for a German chauffeur & limousine broker