

## Armin Leonhard Rau

### Curriculum Vitae (Executive Summary)

Armin Leonhard Rau, MA, MBA, EMBA

**Managing Director/CEO, Country Manager,  
Managing Partner**

International leader with experience in Consulting, Sales, Marketing and Project Management

- Experience in big and small organisations
- Successful creation and re-alignment of subsidiaries for big companies abroad
- Dedicated growth manager with strong bottom-line focus
- 6 languages with business and life experience in Europe, USA, LatAm, North Africa and Middle East



### Leading corporates, Start-ups and independent units of big companies

Armin L Rau (D) Business Coaching	Founder and Owner	2014 – today
ONEtoONE Corporate Finance (E) International M&A Advisory	Partner	
INFOLOGIS AG Management Consulting	Associate Partner	2015 - today
Swisscom AG (CH) Telecommunications and IT	Member of Management Board at sicap AG (100% subsidiary) Managing Director EMENA / LatAm Directeur Général sicap SAS, France	2009 – 2013
Manpower Inc. (D) Risk Management Consulting	Managing Director Germany at Jefferson Wells (100% sub)	2007 – 2008
Xchanging GmbH (D) Business Process Outsourcing	Head of Marketing and Sales Service Products	2004 – 2006
Siemens AG Electronics		1991 – 2004
• Siemens Business Services (D) IT Solutions & Services	Director Business Line Insurance	2002 – 2004
• Siemens Business Services (E) IT Solutions & Services	Country Manager	1999 – 2002
• Siemens Business Services (UK) Business Process Outsourcing	Business Development Executive	1996 – 1999
• Sietec Consulting Process Consulting	(Senior) Consultant	1993 – 1996
• Siemens Nixdorf AG Global IT provider	Project Engineer SW development	1991 – 1993
Nixdorf Computer AG Global IT provider	Software Engineer Artificial Intelligence	1986 - 1991

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Josef-Schwarz-Weg 4 | 81479 München | M +49 177-786 81 55 | T +49 89-749 45 702  
E-Mail: alr@blunaranja.com

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### Demanding leadership and multiple reporting lines

- Leading 5 to 100 people with up to 12 Direct Reports and „dotted-line“ Reports within international matrix
- Management and re-structuring of international subsidiaries
- Management of international project teams with up to 30 employees for Pre-Sales and Delivery from various countries and cultures in complex projects and services business
- Creation, expansion, and re-alignment of international organisations
- Reporting to international C-level and Boards of Directors
- Constructive co-operation with works council, company committees, and public administration in a legally complex context (labour law)

### Experience during various phases of the company lifecycle

- Creation of a Pre-sales consulting function for complex international service business (Start-up within a big international corporate)
- Re-alignment of a mature solutions and systems integration organisation into a solutions and services business
- Re-structuring of an established Sales Organisation into an Account Management Organisation
- Creation of a new Sales Department within a VC financed start-up
- Foundation and market introduction of a Start-up as subsidiary of an American company in Germany
- Re-organisation of an international sales and services organisation for turnaround
- Radical cost reduction at a subsidiary for turnaround

### International impetus

- Operational experience leading up to 100 people in Germany, UK, Spain, and France
- P&L responsibility for regions EMENA and LatAm (67% of total business)
- 6 languages

### Weighted functional and leadership experience

