

# Uwe Weinreich – Interim Executive



## Translating Vision into Business

- Strategy
- Innovation
- Digitalization
- Analytical and Generative AI
- Transformation / Change
- Managing projects successfully

**Experience:** Building and leading companies over decades that turned technical visions into reality.

**Core competence:** Strategy + execution – developing ideas into a working business solution while letting people and teams grow in sync.

**Motivation:** Achieving great impact in a great team.



# Skills and Achievements

## **Strategy, Innovation, and Execution**

Development and execution of 4 digital business models, all of which were forerunners in their sector (B2B platform, survey service, mobile learning system, co-working app). Several successful strategy and innovation projects as a consultant (vfa, Lavera, various energy suppliers and more).

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## **Digitalization, Data Analytics, and Artificial Intelligence**

Early access to and experience with AI during my doctorate in the 1990s. Design and launch of digital businesses, including large scale software architecture. Launch of a data analytics startup. MIT certificate in AI (2020). Many digitalization projects as a consultant (e.g. 5 new business models for Bosch).

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## **Organization and Project Management**

Setting up of own companies, including organizational structure, agile process management, HR, team building, and performance optimization. EFQM Assessor and Scrum Master (PSM II).

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## **Leadership, Cultural Transformation, and Change Management**

Basis as business psychologist. Leading international company structures up to 250 people. Various consulting projects on innovation and digitalization, service improvement, post-merger integration. Biggest: "DHL First Choice" - worldwide transformation of the service organization.

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## **Sales and Marketing**

Design of sales and marketing strategies in collaboration with experts. Active sales activities with closing rates for advisory services up to 28% at CoObeya and SNPC. Special expertise in customer orientation, pricing, and negotiations.

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## **Finance**

Fundraising for startups, financial planning, tight cost and cash flow controlling, stakeholder management, and tax-optimized accounting in collaboration with experts.

# Profile

I am facilitating transformation, coaching, and working alongside entrepreneurs and top managers when it comes to leading the company into a digital and AI-enabled future, delighting customers, inspiring employees, and developing high-performance teams.

## Professional core activity

Through education and experience, I combine three important elements of modern business management:

- **Strategy development and implementation** with a clear focus on results
- **AI and digitalization expertise** since 1990
- **Graduated psychologist** for in-depth customer understanding, empathic leadership, and agile working



This fusion of skills allows for a safe, resilient, and people-oriented general management of technology-oriented companies.

video interview:  
[weinreich.com/video/](https://weinreich.com/video/)





# Interim Management

*Transformation processes work best when they are limited in time, optimized in terms of resources, and focused on achieving clear goals.*

## CEO / managing director / board member

**Driving companies forward when the right person is not yet found or ready.**

Well-founded knowledge, continuous training, and decades of activity as a managing director, CEO, and investor have sharpened my eye for making the right decisions even in difficult situations. Furthermore, I developed strong leadership skills, not least due to my psychological and entrepreneurial background.



## Chief Digital Officer (CDO) / Chief AI Officer (CAIO)



**Leading the company into a digital, AI-enabled future.**

Digitalization is my business since 1996. Since then, four digital startups, consulting for client companies, and numerous publications are to my credit. A particular advantage is that I was already allowed to develop AI systems during my doctoral days and have always updated this knowledge.

# Interim Management

## Innovation management



**Install an engine for innovation and sustainable business.**

Digitalization, AI, and innovation are closely intertwined these days. Over the years, I have not only driven innovation myself, but have also built-up innovation departments at client companies and trained employees in agile methods.

## Leading change projects

**Successful transformation without leaving scorched earth.**

You can really burn your fingers, especially if not familiar with the tools of change management. Over the years I have been able to develop routine and best practices. And as an interim manager, it is much easier to endure conflicts and to bear being the target of criticism.



As an interim executive, I create value for companies in the positions I have filled over decades and where I master the trade.

# Professional Career

since 06/2023

**Independent interim executive and author**

Working as a (fractional) CDO /CAIO / Project Manager

05/2021 – 05/2023

**independesk GmbH**

Brokerage platform (app and web) for hybrid work locations,  
SaaS for workspace management for enterprises

**Investor and Managing Partner**

04/2014 - 04/2021

**Coobeya.net**

Consulting and support of companies in innovation and  
digitalization projects

**Founder and Manager**

01/2010 - 06/2015

**SNPC GmbH**

Top management consulting (strategy, organization,  
transaction, communication) of companies at the intersection  
of business and politics (energy, water, transport, health)

**Program Manager, Senior Strategy Consultant**

until 2009

**Serial Entrepreneur**

Founding, leading, and selling several companies

- Strategy consulting (Weinreich Unternehmensberatung)
- B2B platform (EuroCT)
- Survey platform (Evidao)
- Mobile learning system (Mobile Coaching)





# Skills and Qualifications

## Core Skills:

- General management (strategy, Business Model Generation, process organization, IT management, HR, change management, leadership)
- Innovation management (digital transformation, Design Thinking, Lean Startup, product management – mainly HPI certificates)
- Artificial Intelligence (Azure, TensorFlow, ChatGPT) and its application in business models (MIT, Microsoft and HPI certificates)
- Large scale systems design and software architecture
- Business psychology
- **In three words: “making it real”**

## Additional Skills

- Professional Scrum Master (PSM I + PSM II certificate)
- Blockchain (Linux Foundation certificate)
- EFQM Assessor certificate
- Negotiation: certificates for Harvard Negotiation Concept and Schraner Professional Negotiator (FBI methodology)
- broad international experience

## Publications:

- Begeistern! Das Praxishandbuch für agile Innovation (2018)
- CoObeya Innovation Toolkit (2017)
- CoObeya Design Thinking Toolkit (2017)
- Lean Digitization (2016, Springer Gabler)
- Praxisbuch Kundenbefragungen (2008, redline)
- And several articles

## Languages:

- German (native language)
- English (business fluent)
- Italian (fluent)
- Spanish (advanced)

## Volunteering:

- Mentor in the Accelerator Gateway49
- Mentor & Board Member in the GBO Startup Competition



# Experience

**faurecia**

Product Innovation

**xfab**

International Negotiations

**BOSCH**

Digital Innovation

**infineon**

Customer Centricity +  
Negotiations

**vfa**

Strategy

**BASF**

Leadership Development

**RWE**

Market Analytics +  
Marketing Strategy

**DHL**

Service Strategy +  
Re-Organization

**bitkom**

CDO Training

**DEKRA**

Innovation Management

**e.on**

Data Analytics

... and many more

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- Project Management
- Transformation / Change
- Strategy
- Innovation
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- Analytical and Generative AI



## When should we talk?

It is important that the company and the interim manager fit together. This applies not only to the required competencies, but also to the culture and personality of the manager.

I can bring my strengths to best effect in companies that are already to a good extent organized in an agile and team-oriented way. International, technology driven B2B companies are the environment where I feel comfortable in my professional life, and where I can generate maximum value.

**Get in touch!**

[weinreich.com](http://weinreich.com)