

Rolf Ritter

Miami • Florida

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Entrepreneur and CEO

– Strong International Entrepreneurial and Management Background –

Aged in the late 40s, a Swiss national and US permanent resident, have enjoyed a high-performance and fast-moving international career, initially consulting in SAP rising to become **Head of Consulting** profit center for the **Gedas, Volkswagen's IT Consulting** subsidiary in Mexico, the largest SAP consulting firm in that country. He was then recruited as **President/General Manager** to lead the successful turnaround of a French **industrial distribution business**. Later hired as **President and CEO** of a \$160 million technology business with operations in the US, Germany, Mexico, China, and Singapore and since 2014 as **Founder and CEO of an innovative Start-up** transforming the way companies integrate talent into their workforce. Fluent (speaking and writing) in English, German, French and Spanish.

- ◆ Most recently, as **Founder and CEO** of People as a Service, an innovative Start-up helping companies take full advantage of the Freelance Economy:
 - Developed Business Model, Technology Platform, Sales & Marketing concept and Team from scratch
 - Raised \$600,000 in external equity funding
 - Scaled Business from 0 to thousands of users, hundreds of paying customers and a scalable business model
 - ◆ Additionally, as independent **M&A Consultant** for Ogilvy & Mather, a global leading Advertising Agency
 - Identified potential Acquisition Targets in Latin America, mainly in the Digital Marketing Segment
 - Worked in closed relationship with WPP, LATAM Management and Local Management to evaluate Target Agency
 - ◆ Previously as **President and CEO, BDT**, a \$160 million revenue, 750 employees, market leading **data Storage and digital printing technology company**, inherited a loss-making business in steep decline (sales were down 25% in the first year):
 - Sold or closed different Business Units, and initiated Merger and Acquisition process;
 - Refinanced the company via a bond on the Frankfurt Stock Exchange;
 - Delivered the highest profits in over 15 years.
 - ◆ Before that, recruited to become **President/General Manager** of **Bossard** an industrial fastener distribution business with a unique business model based in France and over a five year period:
 - Grew sales revenues by 30% to \$60 million and cut costs by 30%;
 - Successfully turned around a company that had lost money every year for 15 years
 - ◆ Earlier, recruited by **Gedas**, the then IT Consulting subsidiary of **Volkswagen** as an **SAP Project Manager** with their Brazilian subsidiary:
 - Managed the SAP Implementation project for the complete re-design of the inbound logistics chain of the largest automotive plant at the time in Mexico with 16.000 employees and 1.800 users;
 - Promoted to become **Director** and **Head of Professional Services** profit center, the largest SAP consulting group in Mexico with over 150 consultants.
 - ◆ Earlier Consultant with **Anderson Consulting (Accenture)** and **Swiss Industrial Group**.
 - ◆ Published Author of two books on the Future of Work.
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Education/Training

Executive Education Program, Stanford University, 2008

MBA (lic. oec. HSG), University St. Gallen, 1993

(ranked best German speaking business school and 7th best in Europe in 2012 by "Financial Times")

Guest Lecturer at University St. Gallen

PROFESSIONAL EXPERIENCE
PEOPLE AS A SERVICE, 2014-present

Start-up that revolutionizes how companies find virtual freelancers. Through our database of vetted freelancers and our patent pending matching technology are we able to offer staffing firm quality at global freelancer prices.

Founder and CEO, 2014-present

The future of work will be very different than what we have experienced in the past. Hiring will become much more flexible and the workplace will become global. Putting those two things together will be transformative for the way companies organize and create value, and in the way individuals participate with companies. However, for companies to be able to take full advantage of the potential a solution is needed makes onboarding new virtual staff, fast, reliable and cost effective. To achieve this if founded People as a Service.

- ▶ Development of Web Application with remote team, Application for Patent specification, staffing and development;
- ▶ Scalable Sales & Marketing concept based on Digital Marketing, Telemarketing and Marketing Automation concepts;
- ▶ Three Successful funding rounds of Seed Investment

Ogilvy & Mather, Miami, 2015 – 2016

Leading global Advertising Agency, part of WPP Group

Independent Strategy Consultant for Merger & Acquisition targets in Latin America with special Focus on Digital Marketing Agencies.

- ▶ Identification of potential target Agencies in Latin America;
- ▶ Onsite financial, risk and business evaluation in cooperation with LATAM CFO, local Ogilvy Management and WPP M&A team.

BDT, Miami, FL and Rottweil, Germany, 2009 – 2013.

A leading data Storage and digital printing technology company privately owned with revenues of \$160 million and 750 employees.

President and CEO, 2009 – 2013

Recruited to reinvigorate a company that had lost its way and was in significant sales decline (25% in the year of appointment). Despite sales decline, increased EBITDA from less than 2% to over 9% in three years; generating over \$30 million additional EBITDA, and delivering the highest profits in at least 15 years, by:

- ▶ Selling one business unit and closing another loss making unit;
- ▶ Re-inventing the core business and personally negotiating and winning the largest customer contract in the company's history (\$50 million+);
- ▶ Reducing operating costs - cutting headcount by 40%; outsourcing to a Chinese contract manufacturer; and, strengthening core technology capabilities.

Also initiated, developed, and successfully placed a company bond for \$20 million+ on the Frankfurt Stock exchange - personally managing prospectus development, due diligence, road shows, press and television interviews.

BOSSARD FRANCE, Strasbourg, France, 2004 - 2009

French subsidiary of global leading Industrial Fastener House, \$60Mio, 170 employees

President/General Manager

Recruited to manage the turnaround of the largest foreign subsidiary of publicly traded Swiss company which the owners were considering closing following 15 years of losses.

- ▶ Increased sales revenues by 30% while reducing cost by 30% to transform the business turning a perennially loss-making business into the second most profitable business in a 21 company group - with strong future growth prospects;
- ▶ Completely redesigned operational structures to substantially reduce cost and increase service levels.

VOLKSWAGEN (gedas), Brazil and Mexico, 1999 - 2004**Director, Head of Professional Services Profit Center, 2001 - 2004****Project Manager, 1999 - 2001**

Hired as SAP Project Manager for Projects in Brazil and Mexico.

- ▶ Managed one of the largest SAP Process and IT project to completely re-design the inbound logistics chain of the largest automotive plant at the time in Mexico with 16.000 employees and 1.800 users directly involved in time, scope and budget;
- ▶ Promoted to Director of the complete professional Services Profit Center which, with over 150 consultants, was the largest SAP consulting group in all of Mexico.

Earlier:

Consultant with Anderson Consulting (1998) – Swiss Industrial Group (1994 – 1997)



*Die Hochschule St. Gallen
für Wirtschafts-, Rechts- und Sozialwissenschaften
verleiht durch diese Urkunde kraft des
ihr gesetzlich zustehenden Rechtes*

Rolf Ritter

*geboren am 15. April 1969
von Nürensdorf ZH*

den akademischen Grad eines

Lizentiaten der Wirtschaftswissenschaften

(licentiatus oeconomiae; lic. oec. HSG)

*Nach dem ordnungsgemässen Studium wurde
die Wirtschaftswissenschaftliche Diplomprüfung,
Betriebswirtschaftliche Studienrichtung,
Vertiefungsgebiet Absatz und Handel
bestanden mit der Gesamtnote*

▲ genügend - gut ▲

St. Gallen, 25. Oktober 1993


Der Rektor


Der Sekretär des Sendes