



DIRK BOLZ

MARKETING & SALES EXECUTIVE

EXPERIENCE

Director Global Marketing & Channel Mgmt.



07/2024 – present

GKN Hydrogen GmbH – Metal Hydride Hydrogen Storage

- Key Account Management Sales Partner EU / JP / AUS
- Development of € 10 million partner sales pipeline
- Launch of the world's first building-integrated H2 storage

Director Marketing & Sales EMEA, Australia and Japan

01/2023 – 06/2024

GKN Hydrogen GmbH – Metal Hydride Hydrogen Storage

- Head of sales and marketing / process design
- Development of € 20 million project business sales pipeline
- BD for the world's first building-integrated H2 storage

Director Global Marketing

04/2022 – 12/2022

GKN Hydrogen GmbH – Metal Hydride Hydrogen Storage

- Marketing management - budget and organization
- Raising brand awareness in global target markets
- Positioning the company as a technology leader

Head of Marketing



09/2021 – 04/2022

CADdent GmbH – B2B Dental Services

- Performance marketing for dental services / € 15 million
- Business development / development of Italian business
- Development of new dental online brand MINDFAB

Director Global Marketing



04/2016 – 07/2021

HIMA Group – Functional Safety

- Division Mgmt. - building a global marketing organization
- Digitalization of marketing processes MQL / SQL
- Development and implementation of corporate PR

Head of New Business Management



10/2014 – 03/2016

AMT Agentur für Markenträume – Brand Consulting

- Growth of client mix / performing of pitch presentations
- Customer win: Daimler Benz with € 1.5 million in agency fee
- Development of operator model for temporary retail events

ABOUT ME

★ **Date of birth:** 20.09.1962

🌐 **Nationality:** German

👤 **Marital status:** married

👨👩 **Children:** Mila, Emma, Melina

Contact:

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D-53332 Bornheim

BRIEF PROFILE

Current Job Title

Director Global Marketing and
Channel Management

Personal Positioning

Experienced B2B marketing and sales professional who develops efficient and customer-oriented strategies for international companies and anchors them sustainably in the target markets.

CHARACTERISTICS

Results-driven manager
Active shaper and decision-maker
Strong service orientation
Great intercultural understanding
Effective communication of technical products and services
Convincing appearance in board and management presentations
Agile mindset
Change manager
Coach and facilitator

SKILLS

Languages

German: native
English: business fluent

Tools

Productivity: MS-Office
ERP: IFS, SAP, INFOR LN
Agile: Trello, Miro, Conceptboard

PERSONAL INTERESTS

Family
Travelling
Gardening
Cooking

Director Marketing Communications

08/2008 – 09/2014

Eaton Electrical Sector EMEA – Electrical Automation

- Division management - positioning € 2 billion business
- Marketing integration Eaton - Moeller acquisition
- Brand integration "Moeller becomes Eaton"

Head of Corporate Communications

12/2001 – 07/2008

Moeller Holding – Electrical Automation

- Global central function with a total of 52 employees
- Crisis and turnaround communication
- Member of the Moeller Group management team

Head of Fairs & Events / Marketing Services/Technician

02/1991 – 11/2001

Moeller GmbH

- VP / Authorized signatory of Moeller Communications
- Opening of new sales offices in Asia and South America
- PM for leading intern. trade fairs / ROI implementation

EDUCATION

Electrical engineering studies

University of Applied Sciences Cologne 1985 – 1990

Advanced technical college certificate

Fachoberschule Hennef / Rhein-Sieg 1983 – 1984

Apprenticeship

Power systems electronics technician 1979 – 1983
Lemmerz Werke now Maxion Wheels

FURTHER TRAINING

Systemic Agiler Master & Coach

INeKO Institute of Cologne University 2021

Experienced and Basic Agile Master

INeKO Institute of Cologne University 2020

Executive Development Program

Eaton University, Cleveland, USA 2012

Organizational Change Manager

Eaton University, Morges, CH 2009

Leadership Education I and II

Moeller Kolleg, Bonn, DE 1986 / 2000