



# 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

Direktor 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

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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

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### Languages

German: native  
English: business fluent

### Tools

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

## PERSONAL INTERESTS

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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

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### 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

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### 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