



## **Dierk Schröder**

DEUS Automobiles GmbH, Managing Director

### **Professional Experience**

#### **MD Kroha Holding GmbH, Miesbach June 2018 to current**

- Restructuring Kroha GmbH and integration of Dunavpress, Bulgaria and Vochezer GmbH. (€ 50 million pharma and healthcare folding cartons and leaflets plus FCMG)
- Identification and integration of investor/partner to support Kroha owner diversifications.
- Manager pack.net GmbH  
Deliever bulk purchasing on behalf of 7 mid sized folding carton producers.

#### **CEO Edelman Group 2001-2018 Heidenheim, Germany**

- Led the growth of the group of 8,5% (CAGR) to annual turnover of 320 M€
- Restructured business to deliver 6 M€ savings to fund multiple acquisitions
- Designed and delivered strategic vision to restructure and grow into a global player.
- Directly led and negotiated acquisitions in Mexico, India, Poland, Brazil, US, Hungary and four in Germany
- Implement new technologies (Digital printing, rotary die cutter)
- Managed 16 production sites worldwide, 2800 employees, 5.5 billion packaging units and leaflets (2018)
- Managing Director Edelman France
- Board member Edelman Poland, China, Mexico, India, Hungary

#### **Sales**

- Development of existing key accounts (L'Oréal, P&G, Coty, Bayer, Novartis)
- Acquisition of new global accounts (Henkel, Apple, Estee Lauder)

## Industry expertise

- M&A and the integration of national and international operations in costing and financial systems, expert knowledge of the folding carton industry.
- Edelmann - restructured German focused production redeveloped into international supplier for global clients

## Projects

- Industry benchmarking - alignment of processes to support future acquisition and provide critical insights for purchase of small independent players
- Global SAP implementation
- Integration of operations and new products (rigid boxes, leaflets)

## Additional Experience

- **CFO Drews AG, 2001**  
(Turnover 100 M€, 500 employees, 4 sites)
- **Business Administration Manager Gretsch-Unitas GmbH, 1993 – 2000** (Turnover 500 M€)  
+ board of directors BKS GmbH, + supervisory board Gretsch-Unitas Holding (2006-2009)
- **Financial Control Manager Röhm GmbH, 1990 – 1993**  
(+ CEO Röhm do Brasil, + supervisory board Röhm GmbH (2007-2009)
- **Arthur Andersen LLP, 1988 – 1990, Munich**

## Expertise

- Experienced global executive
- Strategic, results orientated leader
- Significant track record in delivery of world class folding cartons and leaflets to global clients
- Extensive international sales experience (pharma, beauty and FMCG)
- Global client account management (L'Oréal, P&G)
- Complex international M&A negotiations
- Strong industry network

## Board Membership

- Herma GmbH (since 2008)
- Brohl Wellpappe GmbH (since 2015)
- Fogra (since 2012)

## Languages

German: native

English: fluent

## Education

Industrial engineering and management  
University of Karlsruhe 1983 – 1987

## Interests

Cycling, Skiing, Vintage cars