

INFORMAȚII PERSONALE

Niehaus, Markus



FUNCȚIA, LOCUL DE MUNCĂ,

Student doctorand în cadrul IOSUD – Universitatea Politehnică Timișoara, Școala Doctorală de Studii Inginerești, domeniul de doctorat Faculty of Management in Production and Transport, sub conducerea științifică a prof.univ.dr.ing. Marian Mocan

EXPERIENȚA PROFESIONALĂ

01/2021 - Current

Owner and Managing Director Greenfield uG

Pfarrer-Niesert Strasse 19, 46342 Velen

- Identification and evaluation of new business opportunities
- Development and implementation of new business models in co-operation with partners or on behalf of partners
- Among others as part of the founding team, led the European business development activities for the Silicon Valley startup Blotout. During our participation in Y Combinator, Blotout was valued at \$30 million in the 2021 seed funding round and continues its growth

Software, digital commerce, Retail, Energy

11/2019 – 12/2021

Head of Product Development S+

innogy SE (today Eon), 45128 Essen

- Led the development and establishment of an energy analytics platform for innogy's B2B customers, managing a team of 30 internal and external full-time employees and overseeing an annual budget of €4-5 million. Successfully evolved the project from a basic energy monitoring solution to a comprehensive analytics platform, serving over 1,000 B2B clients at that time.

Software, Hardware, Energy, Retail

06/2017 – 11/2019

Manager Programme Management E+

innogy SE (today Eon), 45128 Essen

- Served as a key member of innogy's international transformation team that developed a new organizational model for innogy's European retail business, impacting six European markets.
- Established programs to scale the E+ business across six European markets and co-developed the new target operating model function "International Product Development B2B".
- Designed and implemented cooperation models with innogy's Silicon Valley partners, facilitating the transfer of innovations to the European retail business.

Software, Communication, Energy, Retail

07/2015 – 06/2017

Senior Manager Retail Development

innogy SE (today Eon), 45128 Essen

- Created new disruptive business models such as the broadband product innogy Highspeed, sold to more than 10.000 new customers within one year. To date, the commercialization of broadband activities has evolved into a major cross-corporate business area.
- Designed and implemented Data driven PoCs with innogy's Silicon Valley partners.

Energy, Communication, Retail

05/2011 – 07/2015

Lead Channel Development, Retail

Lechwerke AG, Augsburg

- Managed an annual budget of €3.5 million and led a team of more than 10 full-time employees. Successfully increased the customer base fivefold to more than 40,000 customers per year across commodity and E+ products. Reduced the cost to acquire customers by three times.

Energy, Retail

EDUCAȚIE ȘI FORMARE

01/10/2015 – Current

PhD EQF: 8

Polytechnic University of Timisoara

Address: Pta Victoriei No. 2, Timisoara, Romania

http://www.upt.ro/Universitatea-Politehnica-Timisoara_en.html

- Thesis: Models of adaptability of organizations in conditions of risk and uncertainty

09/2001 – 08/2007

Graduate Business Diploma (FH) EQF: 7

Westfälische Hochschule Gelsenkirchen – University of Applied Science

Address: Neidenburger Straße 43, 45897 Gelsenkirchen, Germany

09/2012 – 04/2013

Energy Economics Manager EQF: 5

IHK/bdew/conenergy/University Karlsruhe

09/2013 – 09/2014

Change Manager (Univ.) EQF: 5

ZWW, University Augsburg

COMPETENTE PERSONALE

Limba(i) maternă(e)

German

Alte limbi străine cunoscute

	INTELEGERE		VORBIRE		SCRIERE
	Ascultare	Citire	Participare la conversație	Discurs oral	
English	C1	C1	C1	C1	C2
French	A2	A2	A2	A2	A2

Niveluri: A1/A2: Utilizator elementar - B1/B2: Utilizator independent - C1/C2: Utilizator experimentat
[Cadru european comun de referință pentru limbi străine](#)

Competențe
organizaționale/manageriale

Innogy career

- Senior Executive
- In 2019 Retail Excellence Award Winner (out of more than 50 nominations from 8 countries) for agile and customer centric product development
- Member of the innogy Talent Pool
- Accomplished LEW's leadership programm „LEW new leadership”

Competență digitală

AUTOEVALUARE

Procesarea informației	Comunicare	Creare de conținut	Securitate	Rezolvarea de probleme
Experienced user	Experienced user	Experienced user	Independent user	Independent user

Niveluri: Utilizator elementar - Utilizator independent - Utilizator experimentat
 Competențele digitale - Grilă de auto-evaluare

Alte competențe

- Founder and member of Projekt30 e.V. This NGO helps young people, hit by strokes of fate, to rehabilitate
- Youth Director of Sport and coach at the local sports club TuS Velen e.V.

INFORMAȚII SUPLIMENTARE

Publicații

- Cultivating Design Thinking for Sustainable Business Transformation in a VUCA World: Insights from a German Case Study, Sustainability 2024
<https://doi.org/10.3390/su16062447>
- Unraveling Successful Company Organizations: A Research Design to Explore Strategies for Thriving Amid Market Turbulence, Administrative Sciences, 2023
<https://doi.org/10.3390/admsci13090204>
- How to Improve with a Strategic Lead Management: The Go-to-Market of Innovative Energy Solutions—Case Energy Industry, Springer, Wiesbaden, 2021
http://dx.doi.org/10.1007/978-3-030-54292-4_25
- Strategisches Leadmanagement zur optimierten Vermarktung – Das Vorgehen von innogy bei innovativen Energielösungen, Springer, Wiesbaden, 2021
http://dx.doi.org/10.1007/978-3-658-31651-8_26
- Conference paper: VUCA and Its Impact on Business Organizations, SIM Conference 2021, Springer, Cham, 2024
<https://doi.org/10.1007/978-3-031-47164-3>