

Curriculum vitae

Name: Dr. Jürgen Scherer
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Business background (summary)

Since 01/2019	Consultant & Coach, www.bxb-exchange.com
10/2011 - 06/2018	President EMEA, www.mauserpackaging.com
07/1999 - 09/2011	Cognis GmbH, now part of www.basf.com
10/2007 - 09/2011	GVP Cognis Purchasing and Supply Chain Services
04/2002 - 09/2009	VP Sales & KAM, Cognis Care Chemicals
Since 10/2006	Member of Cognis Executive Council
07/1999 - 03/2002	VP Cognis Care Chemicals Europe North/East
10/1987 - 06/1999	Henkel AG & Co. KGaA, www.henkel.com
04/1994 - 06/1999	Director Corporate Purchasing, Schwarzkopf & Henkel
02/1993 - 02/1994	Marketing Manager, Adhesives Division, MI/USA
02/1992 - 01/1993	Manager Corporate Purchasing, PA/USA
10/1987 - 01/1992	Junior Purchasing Manager

More than 30 years of global business background in “Go-to-market” Management within Chemicals and Packaging (B2B) and FMCG (B2C). Extensive experience managing large matrix organizations across functional and geographic areas. Key strengths: P&L responsibility, business process optimization and organizational building, excellent relationship building skills, leadership and strategy.

Educational background

07/1987 - 02/1991	Ph.D. (“Dr.rer.pol.”), Magna cum laude, Cologne University, Thesis (in German): Development and deployment of product characteristics as decision criteria for Procurement
04/1981 - 06/1987	Business Economics (“Dipl.-Kfm.”), Cologne University, Majors: Marketing, Procurement, Economic Psychology

Publications (in German):

- Personalkonzepte für die Beschaffung in der Henkel KGaA, in: Handbuch Industrielles Beschaffungsmanagement (Ed.: Hahn, D., Kaufmann, L.), 2nd ed., Wiesbaden 2002: 973-986
- Management von Kundenzufriedenheit in der Spezialchemie: das Beispiel der Cognis Gruppe, in: Kundenzufriedenheit (Ed.: Homburg, C.), 7th ed., Wiesbaden 2008: 461-468, jointly with S.Kühlborn
- Schlüsselkunden managen mit der Balanced Scorecard, in: Harvard Business Manager, 28/9 (2006): 54-59, jointly with L.Kaufmann
- Herausforderungen im Einkauf der Zukunft, in: Innovatives Beschaffungsmanagement (Ed.: Gabath, Chr.), Wiesbaden 2011: 9-14

Business background (detailed)

After completion of my university degree, I joined German FMCG Henkel AG & Co. KGaA in 1987 and became a member of a fast-track international job rotation program for high potentials in Logistics & Purchasing. While completing my Ph.D. degree in parallel, I started off in two different junior purchasing manager roles for technical supplies (2,5 years) and for organic raw materials (2 years). As a third step in the job rotation program, I was transferred to Henkel Corp., USA headquarters and worked directly for the CFO/CAO coordinating the five purchasing groups in the US and Canada.

Early 1993, I transferred to the Henkel Surface Technology division for the following 15 months reporting to the VP Industrial Marketing serving large clients in the Automotive, Aluminum Can, Coil Coating and various other industries.

After returning to Germany, I rejoined the Corporate Purchasing organization of Henkel in Düsseldorf leading a small Procurement Marketing team developing global processes, systems and HR programs. With the acquisition of Schwarzkopf in 1995, I became additionally responsible for the global purchasing of the Cosmetics/Toiletries division of the Henkel Group leading a global team of lead and local buyers with a spend of approx. € 500M. In 1998 I was promoted to the Management Circle I within the Henkel Group.

By 1999 Henkel decided to focus on three consumer and industrial divisions and to divest the Chemicals business, being carved out as Cognis GmbH and later in 2001 completely sold to private equity funds managed by Goldman Sachs and Permira.

I joined Cognis in August 1999 and became the Regional Business Manager (RBM) for Europe North/East (Germany, Austria/Switzerland, Benelux, UK, Scandinavia, Eastern Europe) for Cognis' largest division, Care Chemicals, serving the Home & Personal Care market with full P&L responsibility and NES of approx. € 200M in this region.

My team of approx. 90 people was composed of Sales, Marketing, Customer Service, Product Group Management and Application Technology out of Duesseldorf, Germany.

During this assignment we expanded into Eastern Europe by opening representative offices and legal entities in Russia, Hungary and Poland. I was also personally instrumental in the divestment of a niche segment business "Fragrances & Specialties" (€ 15M) to Kao Chemicals in 2001.

In 2002 I joined Cognis headquarters and took over the Corporate Key Account Management for Care Chemicals. In this role I have managed until Sept. 2009 our global business (approx. € 500M) with 10 to 15 of the leading FMCG companies (e.g., Procter & Gamble, Unilever, L'Oreal, Colgate, Johnson & Johnson, a.o.) through 10 direct reports and a network of approx. 50 regional and local account managers.

In my sales capacity I additionally became responsible for one out of six Corporate Improvement Programs, the "Business Excellence" program, reporting directly to the CEO. Between 2002 and 2005 we managed various corporate projects in Marketing and Sales across SBUs, e.g., Specialty Pricing, Product Portfolio Reduction, Customer Surveys, Customer Segmentation, E-Business, Sales Academy Training, Sales Incentive Plan. From 2006 onwards I have been the Cognis representative in the membership group of the Institute for Market-Oriented Management (IMU) of Prof. Homburg, Marketing Chair at University of Mannheim, Germany.

In 2004 Cognis undertook a major reorganization, eliminating the classical role of Managing Directors in key countries in favor of a global SBU structure including R&D, Manufacturing and parts of Supply Chain. As an outcome Legal Representatives (LR) were implemented to manage all remaining functional areas in the countries. I was asked to take over this role for Cognis GmbH in Germany, the largest legal entity within the Cognis Group with three manufacturing sites and approx. 2.000 employees. In this role I had direct responsibility for Finance/Controlling, IT, Supply Chain Services, Purchasing, SHEQ and HR, reporting to the Cognis Group CAO.

In October 2006 I was promoted into the Cognis Executive Council as one of six members, the operational extension of the Cognis Management Board. In parallel, my Key Account Management responsibility within Care Chemicals was enlarged to a global Sales responsibility, i.e., in total € 1.5B of NES with five regional sales managers functionally reporting to me through a Global Sales Council.

In October 2007 I took over Corporate Purchasing with approx. € 1.2B spend and Supply Chain Services (Customer Service, Distribution & Warehousing), in addition to my Care Chemicals' sales responsibilities (until Sept. 2009) and my LR role for Cognis GmbH.

After the acquisition by BASF in June 2011, I supported the Cognis integration from a functional and regional perspective. Mutually agreed, I left BASF and started in October 2011 with Mauser Group, headquartered in Bruehl/Germany as President EMEA and member of the Executive Committee, reporting to the CEO. Between 2011 and 2018, Mauser has been owned by three Private Equity Funds, i.e., Dubai International Capital (DIC), Clayton, Dubilier & Rice (CD&R) and Stone Canyon Industries (SCI). Mauser is globally No.2 in the market of Industrial Packaging with sales > € 1.5B. As regional President I have had full P&L responsibility for > € 500M of Production and Sales, covering a wide range of almost 30 sites with 1.500 employees in the EMEA region.

Since 2019 I have my own consulting and coaching business.