

# Resume

		<b>Bettina Vier</b>		<b>Project experience</b> <ul style="list-style-type: none"> <li>▪ Interim Manager Lead Positions</li> <li>▪ Digital / Online Strategies</li> <li>▪ Built-up / Optimization / Re-Structuring</li> <li>▪ Web Portals / E-Shops / Extranets</li> <li>▪ Marketing</li> <li>▪ Pioneer Work</li> <li>▪ Experience with Crisis</li> <li>▪ Mentoring</li> </ul>
		Birth.: 1965		
		Nat.: German		
		Business languages: German, English		
<b>Freelance</b>		Interim Lead E-Commerce, E-Business, Marketing and Digitalization		<b>CV</b> <p>Since the end of 2010 self-employed as an interim manager</p> <p>2012-2014 Member of the Board of DDIM (association of interim manager)</p> <p>Since 2001: leadership in teams and projects including international teams</p> <p>Since 1996: eCommerce Manager</p> <p>1994-1996: Offline Marketing in an agency</p>
<b>Experience</b>	Since 1995	<b>With leading position</b>	Since 2001	
<b>Membership</b>		Member of DDIM Member of BVMW		
<b>Business</b>		Banks & Insurances, Furniture. Food, Book Trade / Publisher, Public Service, Chemie		

# Examples of Projects

<p>Example 1:</p> <p><b>Foundation of a new online store including the built up of a new team</b></p> <p>The target of this project was to expand the offline business by an online store, which has to grow up in a same value as an offline store. I built up the new team and acted as a project leader to start building up the shop. I worked out a strategy, the concepts of functions and coordinated the agency for layout and development. In addition to this I worked out a broad change for the ERP System. This was necessary to get all information about the products and delivery details for the shop system. I worked in the company until the new Team was able to carry the project itself. One month after I left them the new shop was online.</p>	<p>Example 2:</p> <p><b>Change Management of the Extranet B2B</b></p> <p>The first part of my mandate was to move the responsibility of the extranet (17000 registered user) from the corporate communication to the IT services. The old Team had to be dissolved and a new team had to build up. I built up the new organisation including new processes and the new positioning in the company. In addition to this I worked out a new strategy for the extranet and realized important changes on the platform. In addition to this I also initialized to create a roadmap for the next years together with the stakeholders and to plan a new more flexible technical basement.</p>
<p>Example 3:</p> <p><b>Building up an ecommerce strategy worldwide</b></p> <p>The client was a big chemical company with international business activities which was still in a roll out of a new ERP System. By this a new target was created: How can it be realized to move all local e-commerce activities of 250 countries on one platform to give customers more transparency about products, local stocks and services of all units in the world? Such a project needs time to work on and a lot of experience. Together with my client I was able to work out a strategy, which was approved by the board.</p>	<p>Example 4:</p> <p><b>Mentoring for a Re-Positioning of a Department</b></p> <p>After the moving of an extranet team from the communication department to the IT department, the communication department needed a new positioning regarding the extranet. In workshops I lead the team to remember the original targets of a communication department and how the extranet can be used for communication. I showed them that it is not necessary to build the platform on the own but to build up a process for requirements.</p>