

DIRK MILLER

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PROJECTS

- Establishment of Corporate Communications by merging all relevant functions
Result: Significant increase in reporting and consistency of messages
- Expansion of online shop business in Germany through new functions and improved user experience
Result: Sales increase of 130% in two years and increased efficiency in inside sales and order processing
- Introduction of a global Customer Excellence program focusing on the entire customer journey
Result: Strategic surveys in more than 15 countries, increased customer satisfaction, loyalty and willingness to recommend (NPS to 46 in 4 years)
- Development of Thought Leadership Program for Top Executive IT Sales Team (topic "Edge Cloud Computing")
Result: Doubling of speaker placements at leading international conferences, increased coverage in social media and measurably better quality of relevant customer contacts
- Development a value creation program to increase with initiatives for growth, process optimisation and culture change
Result: Significant improvement in business figures (sales and profit margin), better alignment of the entire organisation to a common mission
- Consolidation of worldwide activities in media purchasing and harmonisation of agencies used
Result: Reduction of agencies from 40+ local agencies to two (2) global networks and cost savings of 20% p.a.
- Definition of required core functions in the Marketing and Communications departments in Germany (make-or-buy)
Result: Outsourcing of several service functions and establishment of a B2B marketing services agency (over 100 employees)



COMPETENCES

- Many years of professional experience in specialist and management functions in the fields of **Marketing and Corporate Communications**
 - Distinct business understanding in the product, solution and plant engineering business (focus B2B)
 - Experience in complex, international structures
 - Results-oriented and cooperative leadership style
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SUCCESS

- Establishing a Corporate Communications department (external/internal)
 - Introducing a global Customer Excellence program
 - Increasing online shop business in Germany
 - Developing global value creation program
 - Consolidating worldwide media setup (budgets and agencies)
 - Realigning of marketing functions (make-or-buy)
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FOCUS AREAS

- **Strategy Development**
- **Brand Management**
- **Content Development**
- **Program Management**
- **Customer Centricity**
- **Digital Marketing**
- **Corporate Communications**
- **Change Management**
- **Crisis Communications**

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WORK EXPERIENCE

Marketing Consulting and Interim Management

Herborn/Hachenburg
07/2020 until today

Executive Vice President Marketing

Rittal GmbH & Co. KG, Herborn, Germany
(200 employees, 30 million EUR budget p.a.)
03/2011 – 06/2020

Vice President Corporate Communications

Siemens AG, Erlangen, Germany
(90 employees, 25-30 million EUR budget p.a.)
07/2009 – 02/2011

Vice President Corporate Communications

Siemens Canada Limited, Toronto, Canada
(10 employees, 3-5 million EUR budget p.a.)
07/2006 – 06/2009

Vice President Corporate Advertising

Siemens AG, Munich, Germany (HQ)
(15 employees, 15-30 million EUR budget p.a.)
10/2000 – 06/2006

From 1988 to 2000, I held various specialist and management positions in sales and marketing. The sales focus was on key account management, vertical market management, business development and partner marketing.

- **Project Manager Siemens Sponsoring EXPO 2000, Senior Consultant Corporate Communications,** Siemens AG, Munich, Germany (HQ)
- **Head of Marketing Communications,** Electromechanical Components Division, Siemens AG, Munich, Germany
- **Product Marketing Manager, Head of Marketing Communications and Head of Sales Support,** Network Systems Division, Siemens AG, Munich, Germany
- **Head of Marketing Communications and International Partner Marketing,** Siemens Nixdorf Informationssysteme AG, Munich, Germany



MARKETING WITH IMPACT

LEADERSHIP STYLE

- Result orientation
- Customer focus
- Intercultural understanding
- Team player, mentor and coach
- Reliability
- Assertiveness

EDUCATION

- Direct Marketing Diploma, Bavarian Advertising Academy (BAW), Munich, Germany
- Vocational Training in Computer Science with a specialization in Business Administration, Sales and Marketing, IHK Degree (Chamber of Commerce & Industry), Nixdorf Computer AG, Paderborn, Duesseldorf, Munich, Germany

TRAINING

- Siemens Leadership Excellence Program, General Management Course (GMC)
- Siemens Advanced Management Program (S3) in cooperation with the Duke University, The Fuqua School of Business and Siemens AG

ASSOCIATIONS

- Bundesverband Industrie Kommunikation e.V. (bvik)
- Bundesverband der Kommunikatoren e.V. (BdKom), bis 2019 Bundesverband der Deutschen Pressesprecher
- Dachgesellschaft Deutsches Interim Management e.V. (DDIM)



LANGUAGE SKILLS

- GERMAN native speaker
- ENGLISH business fluent