

# Marcel Strotz

Dipl. Engineer HTL, Exec MBA HSG

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## Profile

**Strong Leader** able to mobilize people, develop smart objectives and targets collaboratively, coach development and implementation of action plan, keep people/team motivated.

**Developer of solid Business Strategy** with an entrepreneurial spirit and an inspiring vision, transform vision into a strategy and implementing strategy by selecting appropriate organisational measures.

**Convincing and poised communicator**, positive, to the point, humorous, comfortable in front of large audiences.

**Able to get things done – also in a complex organisation**, strong project leader, equally strong in implementation, understand stakeholder management.

**Multi-cultural**, 20 years' experience in Asia, living in Shanghai 2006–2007 and Hong Kong 1996–2000.

## Career History

### Interim Management

- 2019-2020 **Mettler Toledo AG**, Urdorf (16 months)  
Project Leader Innovation for a new sensor
- 2018-2019 **Medela AG**, Baar and Shanghai (14 months)  
Leader of a R&D project for a new breast pump  
Consultant for an innovation centre in Shanghai

### Permanent employment

#### Mettler-Toledo - Greifensee, 2007 – 2018

- 2007 – 2018: **Head of Basic Weighing** > 120 Mio USD Sales, with full P&L responsibility to achieve market leadership and to build an R&D center in China.
- in addition **Head of R&D a.i.** - 80 engineers
- 2016 in addition **Head of NVC** – a divisional sales program for Non-Visiting-Customers, and to integrate Strategic Product Group Moisture.

#### Siemens Building Technology SBT, 1996 – 2007

- 2004 – 2007: Switzerland – **Head of Business Development** incl. 1. 5 years as **GM Fire & Security Division** in Shanghai, 30 Mio USD – 150+ employees
- 2000 – 2004: Männedorf – **Head of Market & Product MGT** of Alarmcom AG, a Siemens BT company  
Senior Vice President, Executive Board Member

- 1996 – 2000: Hong Kong – **Head of Business Unit Resellers** of Landis & Stäfa, a Division of Siemens SBT

#### Landis & Gyr (Switzerland) AG, 1984 – 1996

- 1994 – 1996: **Head of BU Residential Buildings**, Steinhausen
- 1991 – 1994: **Sales Engineer HVAC**, Zurich and Geneva
- 1987 – 1991: **R&D Manager, Team Leader**, Zug
- 1984 – 1987: **R&D HW & SW engineer**, Zug

## Selected Achievements

**Developed Business Unit to global market leadership:**  
Achieved highest market share globally since 2012 - and continuously growing faster than competition with core business of the company, with full P&L responsibility. The OP margin remains extraordinary high in this competitive environment.

### Developed China unit for low-cost R&D and production:

Through collaboration and organisational development projects, we achieved know-how transfer to enable our unit in Shanghai to produce, deliver and maintain high quality products – "Swiss Made in China" concept.

### Invented a low-cost sales approach for volume products:

In search of a strategic sales approach for volume products, we implemented a low-cost sales approach with telesales. We rolled out the NVC (Non-Visiting-Customer) sales concept globally and introduced it as a standard for the whole division, with today 1 billion USD sales.

### Stepped in ad interim to run the R&D organisation

During 2016, I took over the responsibility for the R&D with 80 development engineers – in addition to my other assignments.

### Achieved turnaround of the Fire & Security Products Division in China:

Sales in China grew by 23%, profit increased by 48% thanks to a business model transformation.

### Built the products business for Landis & Gyr in Asia:

I established PM and an R&D unit for global low-cost products ("Entrepreneurial founder" of the products business in Asia). The sales revenue doubled with the 12 Asian group companies.

## Languages

**German:** native

**English:** business fluent

**French:** working knowledge

**Italian, Spanish, Mandarin:** basic communication skills

## Education

**Executive MBA HSG**, University of St.Gallen

**Wirtschaftsingenieur STV**, IMAKA

**Dipl. Elektronik Ingenieur NTB**, Neu-Technikum Buchs

**Apprenticeship as electronics technician**, Bühler AG

## Personal Interests

Golf, skiing, Kiwanis