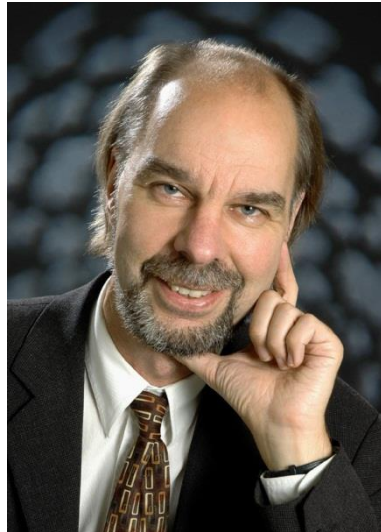


## Profile Bert Branahl

### Senior Project Manager and IT-Consultant



#### *Personal data*

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Born in 1959  
Married, two children  
Nationality: German

#### *Profile links*

[www.gulp.de/Profil/bran20.html](http://www.gulp.de/Profil/bran20.html)  
[www.xing.com/profile/Bert\\_Branahl](http://www.xing.com/profile/Bert_Branahl)

#### *Professional indemnity*

[www.exali.de/siegel/Bert-Branahl](http://www.exali.de/siegel/Bert-Branahl)

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## Overview

### Summary

As a generalist with a focus on **e-commerce** and **web based applications** I evaluate and create business strategies and IT projects. This starts with brainstorming and analysis, followed by conceptual design and ends in implementation and rollout. With a distinct view for the business context I discover options to optimize business processes even beyond the IT aspects. As a **project manager** I am responsible for the implementation, test and rollout of IT solutions.

My long time experience as management consultant and project manager of several e-business projects helps me to **define** successful **business strategies**. Basis of my operation is a target-oriented establishment of priorities, an optimized cost-benefit ratio and a transparent course of the project for all stakeholders at any time.

My former job as software developer makes me able to quickly understand complex relations and to find and evaluate possible technical solutions for business requirements. This also helps me to communicate with all stakeholders, to motivate the project team and to control involved service providers.

### Short vita

<i>since 10/2004</i>	Freelance project manager, management consultant IT and interim manager, Bielefeld, Germany
<i>1999 - 2004</i>	Head of department, empolis GmbH, Gütersloh, Germany
<i>1993 - 1999</i>	Project manager, empolis GmbH, Gütersloh, Germany
<i>1990 - 1993</i>	Developer, empolis GmbH, Gütersloh, Germany
<i>1984 - 1990</i>	Developer, Nixdorf Computer AG, Paderborn, Germany
<i>1982 - 1984</i>	Developer, IBS Computertechnik, Bielefeld, Germany
<i>1978 - 1982</i>	FH Bielefeld, Dipl.-Ing. Elektrotechnik (University), Germany

## Professional experience

### Projects as freelancer

<i>Consultant Industry 8/2015-12/2015</i>	Analysis of the IT- and application-landscape and processes, preparation for the transition phase of a carve out. Aventics, Hanover
<i>Consultant / Project manager Industry 1/2013-1/2015</i>	Set up of an IT-organization for the area Web Applications (hompages (Typo3), eShop (Intershop Enfinity), catalogues, configurators) in a Carve Out project. Rollout of an CRM system. Problem management. IT-coordination for marketing and sales departments. Management of external service providers (e.g. from India). Aventics, Hanover
<i>Moderator Consultancy 4/2012</i>	Organization and moderation of a <b>social media forum</b> for Involva Management-Training, Bielefeld
<i>Coach/Consultant Fashion 3/2012</i>	<b>Strategic consultancy for social media</b> ; coaching of responsible staff. Union-Knopf, Bielefeld
<i>Project manager Media/publishing 4/2011 – 1/2012</i>	Development and rollout of <b>eBook-shops</b> (Magento), development and migration of a <b>delivery platform for electronic media</b> (eBooks, etc.), optimization of business processes for a publishing service provider. Koch, Neff & Volckmar, Bochum
<i>Consultant / Project manager TelCo 5/2010 – 12/2010</i>	Introduction of new <b>payment methods for online-shops</b> (3D-Secure, mpass); <b>process optimization</b> , process documentation after a merger for a white label mobile communication service provider. allmobility, Ratingen
<i>Interim manager Consultancy 10/2009 – 9/2013</i>	Freelance business manager for a consultancy, Bielefeld
<i>Assistant lecturer Education 6/2009 – 5/2012</i>	<b>Assistant lecturer</b> at the <b>Fachhochschule des Mittelstands</b> (privat university), Bielefeld, Germany ( <a href="http://www.fhm-bielefeld.de">www.fhm-bielefeld.de</a> )
<i>Trainer / referent Education 2008 – 2013</i>	<b>Web 2.0 / social media</b> trainings and workshops
<i>Moderator 2/2005 – 10/2011</i>	Moderation and organization of an event series focusing on e-business: <b>Initiative E-Business</b> , Bielefeld, Germany
<i>Project manager / consultant TelCo 12/2009 – 2/2010</i>	<b>Accountant workflow</b> with MS-SharePoint for a white label mobile telephony service provider. allmobility, Ratingen

<i>Interim manager / consultant TelCo 4/2007-3/2009</i>	Implementation of an <b>operation management</b> for a white label mobile telephony service provider. Implementation of an operational concept (based on ITIL), implementation of a second level helpdesk, platform and problem management, supervision of the whole business process: call center, logistics, return shipments, production, payment, fraud management, CRM, data warehouse, ... moconta, Gütersloh
<i>Project manager Software house 4/2007 – 9/2007</i>	Design, development and rollout of an <b>internet old timer catalogue</b> based on TYPO3
<i>Project manager / consultant Software house 6/2006 – 12/2007</i>	Design, development and rollout of an regional <b>golf portal</b> based on TYPO3
<i>Project manager Software house 6/2006 – 8/2006</i>	Design, development and rollout for an <b>internet portal</b> of a group of companies based on OpenCMS, Bielefeld, Germany. Technologie
<i>Consultant Software house 12/2004 – 3/2006</i>	Conceptual <b>design of a new business model</b> , customer acquisition, organization and moderation of several event series, lectures, offer management for a software house, Bielefeld“
<i>Product manager Software house 10/2004 – 1/2007</i>	<b>Product management</b> for a <b>knowledge management system</b>
<i>Moderator 5/2004 - 12/2008</i>	„Wissensmanagement-Stammtisch OWL“: organization and moderation of an <b>event series</b> in the <b>knowledge management</b> area

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## Projects as employee

<i>Project manager Insurance 1/2003 – 1/2004</i>	<b>Call center system</b> for the administration of bonus requests ("Riester Rente"); JEE (BEA Weblogic), IBM WebSphere MQ, Visual-Basic, Oracle, OCR/ICR, Linux
<i>Project manager Foundation ~1000 pd ~1.200 k€ 1/2002 – 1/2003</i>	<b>Knowledge management system</b> with integrated intranet and document management system (DMS) JEE (BEA Weblogic), Oracle, Linux / Solaris, empolis knowledge management suite, empolis content management system, document management, ARIS
<i>Project manager Trade fair ~800 pd ~1.000 k€ 7/2001 – 6/2002</i>	<b>Online platform</b> for all websites of a trade fair JEE (BEA Weblogic), Oracle, Linux, RedDot WCMS
<i>Project manager Electro technic ~600 pd ~950 k€- 12/2000 – 12/2001</i>	<b>B2B online shop</b> ( <a href="http://eshop.phoenixcontact.com/">http://eshop.phoenixcontact.com/</a> ) JEE (BEA Weblogic), Oracle, HP-UX/Linux
<i>Project manager Media / publishing 1/2000 – 1/2001</i>	<b>Internet portal wissen.de</b> ( <a href="http://wissen.de">wissen.de</a> ) JEE (BEA Weblogic), Oracle, Solaris
<i>Project manager r Tourism ~6.000 pd ~13,5 MDM 10/2096 – 12/2000</i>	EXPO Info Pool: <b>multi language editing system</b> as the source for publications of EXPO2000 Hannover; implementation and operation of an editorial department; EXPO2000 <b>catalogue CD-ROM</b> ; visitor information system Visual Basic, Informix, Tcl/TK, TransBase
<i>Project manager Automotive Industrie Engineering Publishing Tourism</i>	Several CD-ROM based applications, e.g.: <ul style="list-style-type: none"><li>• spare part catalogues</li><li>• service information systems</li><li>• reference books</li><li>• workshop information systems</li></ul> Visual Basic, C++, MFC, TransBase (SQL-DB), PLS (fulltext retrieval), Oracle, Informix, Windows, Unix

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## Competence and technological background

(Multi) project management (Scrum and PRINCE2 certified)

IT strategy (ITIL certified)

Analysis and design

Presentation and moderation

Problem, change and release management

Coaching

E-business / e-commerce

Web 2.0 / social media / enterprise 2.0

Online marketing / social marketing

Knowledge management

Process design and optimization

MS-Office / MS-Visio

(Web) Content Management Systems

Portals und intranets

Shop systems

Internet technology in general

Databases / data warehouse in general

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## Miscellaneous

### *Languages*

German: native language

English: fluent