

## Curriculum

## Vitae

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|-----------------------|---|
| <b>Name</b>           | Rainer Müller                             |
| <b>Address</b>        | Schillerstrasse 14<br>D-64625 Bensheim    |
| <b>Email</b>          | rainer.mueller.1@gmail.com                |
| <b>Mobilphone</b>     | +49 1520 590 4276                         |
| <b>Date of Birth</b>  | 23 <sup>rd</sup> of August, 1958          |
| <b>Place of Birth</b> | Lindlar, Nordrhein-Westfalen, Deutschland |
| <b>Marital Status</b> | Married, two children                     |



### Profile Summary

- Experienced Sales, Marketing, Operations, Key Account Management and Business Development Professional who regularly overfulfills revenue and profit expectations
- Takes over Project and Change Management challenges and leads respective initiatives to a success
- Established in the Global Aviation, Logistics and Tourism Industry in Commercial, Operations and Procurement up to VP and CEO level. Ability to open doors, to solve problems and to elaborate new opportunities.
- Leadership Experience (Teambuilding, Restructuring, Selection, Coaching, Target Setting and Follow Up, Personal Development) guarantees successful and motivated teams
- 30 years of working experience abroad (Germany, Switzerland, Austria, Turkey, Greece, Israel, Eastern Europe and Saudi Arabia) offer in-depth market knowledge of the strongest and fastest growing markets in Europe and the Middle East
- Several Awards (Air Cargo Week – Handler of the Year 2009 and 2010, Lufthansa Cargo Sales Oscar – 2000, Industry Awards in different markets) prove respect in the market

### Motto

- “I never give up”

09/18 –

**Regional Director Europe**

**Frankfurt**

- Managing the Organisation Europe

*Main achievements:*

- Revenue Budget Responsibility 125 Mio €
- Increase of Freighter Load Factors by 10% based on improved capacity utilisation
- Market Share Increase of 3%
- Increase Catchment Area & Development of new Markets
- Implementation of a new Express Product
- Increase of Pharma Sales
- Network Adaptions
- Opening of new Hubs

01/15 – 08/18

**VP Commercial**

**Jeddah**

- Leading the Global Commercial Organisation

7 Regions (North America, Europe, Africa, Middle East, India, Far East & KSA)

Revenue Management

Product Development

Marketing

Global Sales Support

*Main achievements:*

- Revenue budget responsibility > 700 Mio €, direct cost budget responsibility > 70 Mio €
- Participation in development of new Company Strategy
- Breakdown of Strategy and adaption to revised Commercial Strategy
- Network development and consolidation
- Implementation of new Pricing Strategy
- Implementation of Pharma Product
- New Customer Data Base
- Sales Activity Monitoring
- Extension of customer basis on global scale
- New Structure of Key Account Management Organisation
- Webpage Implementation
- Integration of Social Media in Marketing Activities
- Implementation of new Reporting System for close Profitability Monitoring
- Regular Analysis and definition of Corrective Actions

## Professional Experience Saudi Airlines Cargo

06/11 – 12/14

**Director Global Sales Support**

**Jeddah**

- Leading the HQ Commercial Organisation and deputizing the VP Commercial

*Main achievements:*

- Definition and implementation of newly elaborated Commercial Strategy
- Implementation of Commercial KPIs and respective Measurement System
- Standardisation and renewal of all GSA Agreements
- Definition and implementation of companywide standardised Pricing Mechanism
- Set up of a Customer Service Unit
- General schedule revision and coordination of Commercial input for schedule
- Revenue- and Cost-Budgeting and -Monitoring System
- Set up of a Business Intelligence Department

## Professional Experience Swissport International Ltd.

09/08 – 03/11

**SVP Cargo Sales and Global Account Management**

**Zurich**

- Managing the Cargo Sales and Global Account Management Organisation

*Main achievements:*

- Record results in revenue, new business and profit margin
- Definition and implementation of newly elaborated Sales Strategy
- Considerable extension of customer basis on global scale
- Definition and implementation of a Customer Relationship Management Structure parallel to the Key Account Management Organisation
- Revenue budget responsibility > 100 Mio €, cost budget responsibility > 2 Mio €
- Two times in a row Air Cargo Week Award - Handler of the Year 2009 and 2010

## Professional Experience Lufthansa Cargo AG

09/06 – 08/08

**Director Global Key Account Management Europe & Africa**

**Frankfurt**

- Managing the Key Account Management Team of Europe and Africa with 12 employees and personal responsibility for the Key Account Panalpina on worldwide basis

*Main achievements*

- Yearly renegotiation and follow up on cooperation agreements with Global and Area Key Accounts, revenue budget responsibility > 250 Mio €

08/01 – 09/06

- Organisation of Key Account events and workshops
- Implementation of a new organisational structure
- Definition and implementation of new sales and reporting processes
- Further development of Pharmaceutical and Automotive Business

**Regional Director Austria, Eastern and South Eastern Europe**

**Vienna**

- Managing of Lufthansa Cargo activities in Austria, Eastern and South Eastern Europe and Israel as well as disciplinary responsibility for a team of 100 employees including nine direct reports

*Main achievements*

- Regular revenue budget over fulfilment, revenue budget responsibility > 100 Mio €, cost budget responsibility > 10 Mio €
- High increase of market shares in all markets
- Continuous quality monitoring and quality improvement programme
- Implementation of a joined trucking operation with Austrian Airlines
- Opening of new regional markets
- Emphasis on development of Pharmaceutical Business in Austria and Israel as well as General Cargo Express Business
- Several industry awards in different markets (e.g. Turkey and Israel)

09/98 – 07/01

**General Manager Turkey**

**Istanbul**

- Managing of Lufthansa Cargo activities in Turkey as well as disciplinary responsibility for a team of 30 employees with 7 direct reports.

*Main achievements*

- Securing and extending the freighter operation to Turkey
- Revenue budget responsibility > 30 Mio €, cost budget responsibility > 3 Mio €
- Continuous quality monitoring and quality improvement programme
- Introduction of a trucking network in Turkey
- Communication with main exporters in close cooperation with forwarders

**Professional Experience Lufthansa German Airlines**

05/96 – 08/98

**Sales Steering Manager Europe and then Global**

**Frankfurt**

*Main achievements*

- Development and implementation of sales steering concepts for Europe and afterwards on global basis
- Negotiation of a new Cooperation Agreement with Siemens Central Travel Department at the Headquarter in Munich
- Definition of a Sales Strategy for the German Ticketing Offices at the airports

11/94 – 04/96

**Liaison Officer Cooperation Lufthansa / Lauda Air**

**Vienna**

*Main achievements*

- Steering of all joined projects in close cooperation with respective headquarter departments and field offices
- Definition and implementation of all sales and marketing related activities of Lauda Air Regional (Joint Venture Airline of Lufthansa and Lauda Air operating 7 Regional Jets based at Vienna, Salzburg and Milan)

11/90 – 10/94

**Marketing Manager Austria & Switzerland**

**Vienna and Zurich**

*Main achievements*

- Development and implementation of the Marketing and Pricing Strategy
- Management of a team at seven stations

05/88 – 10/90

**Deputy Marketing Manager South East Europe**

**Athens**

- Development and implementation of Marketing and Pricing Concepts for the entire region both for passenger and cargo division

06/84 – 04/88

**Planning and Budgeting System Consultant**

**Cologne and Frankfurt**

- Development and implementation of a new global Sales Planning System
- Development and implementation of a new global Cargo Revenue Incentive Accounting System

06/81 – 05/84

**Flight Planning Consultant**

**Cologne**

- Aircraft order calculations, flight schedule change calculations at the Central Planning Department

## Education

2007 – 2007

Advanced Management Program, Ashridge School of Business

1981

1978 – 1981

Aviation Manager Degree at Industrie- und Handelskammer, Cologne  
International Lufthansa Aviation Traineeship Program in Frankfurt, Lisbon and Cologne including Passenger, Cargo and Operations Basic Courses

1977 – 1978

1977

1965 – 1977

Military Service in Rotenburg/Wümme, Germany  
High School Graduation in Wipperfürth  
Primary and High School in Lindlar / Wipperfürth, Nordrhein-Westfalen, Germany

## Language- and IT-Skills

- German (native language), excellent Business English, basic knowledge of French, Spanish and Turkish
- Microsoft Office incl. Project and Publisher, CRM Tools as well as programming and system development experience