

Simon T Wiebusch

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DOB: 03. Jan 1976 – German



Country Group Head South East Asia/ Head of Thailand

(Indonesia, Malaysia, Thailand, Vietnam, Philippines, Myanmar, Laos, Cambodia)

Highly motivated, MBA educated professional with over 15 years experience in the crop protection and seeds industry, currently heading a country group after successfully leading a global strategy project. Learning agile, globally mobile achiever with good logical intuition, now charged with driving market share in South East Asia, consolidating a > \$200m/ 1000 FTE country group and setting it up for accelerated growth while also heading the Thai country organization. Hands on, culturally adapt leader with the ability to take employees along during change, convincing thru clarity and consistency with an outstanding track record of effective business expansion. Experienced turnaround manager and talent developer with a passion for forming teams that win.

Business Expansion
Organization Set-up and Growth
Turnaround Management
Shift from Tender to Private Business
Multi-Country Lead
Global Project Management
Eastern Europe/ Emerging Asia

People Selection/ Team Set-up
Strategic Review
Ethical Marketing
Company Merger
Agriculture
Global Strategy Definition
Talent Development

CAREER SUMMARY

Career focused in agricultural industry, working for Bayer, the global life sciences company. Having held positions in sales support, tender management and controlling; spent > 8 years leading and developing country organizations; moved into global role developing market access strategies. After appointment to head global strategy project, now charged with driving market share in South East Asia.

Country Group Head South East Asia/ Head of Thailand- > USD 200m/ 1000 FTE	<u>6/2015 – current</u>
Develop strategy for growth by consolidating South East Asia Countries into a joint business	
Global Project Lead MLS/ Head of Commercial Coordination	<u>1/2014 – 5/2015</u>
Lead project identifying priority activities (Must-Win-Battles) to achieve market leading position	
Head of Go-to-Market Strategy BCS AG	<u>3/2013 – 12/2013</u>
Global position guiding country organizations in optimizing route to market	
Country Head CZ&SK, Prague – USD 60m/ 70 FTE	<u>2009 – 2/2013</u>
Heading a team of 46 employees, managing €50m+ business with full P&L responsibility	
Country Head Slovenia, Croatia, BiH, Macedonia, Albania + General Manager BAYER	<u>2004 – 2009</u>
Business expansion and legal entity set up in South Eastern Europe	
Regional Controlling, Germany	<u>2002 – 2004</u>
Post-merger adaptation and unification of management information systems	
MBA studies in Bradford, UK	<u>2001 – 2002</u>
Full time MBA	
Management Support Egypt, Sudan, Iran	<u>1999 – 2001</u>
Primarily tender business and HQ direct sales to countries	
Apprenticeship Bayer AG	<u>1997 – 1999</u>
Changing responsibilities in Marketing, Procurement, Controlling, F&A, Public Relations	
Owner/ Founder	<u>from 1996</u>
Performance car parts company	

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Professional Experience

Bayer Crop Protection Country Group Head South East Asia/ Head of Thailand

New country group meant to drive growth via market share gain and identify synergy potential between the countries, leveraging best practices and benefiting from visibility gained highlighting the business potential of ASEAN when perceived as a region instead of individual, mid-sized markets. Additionally, charged with leading post-merger team in ASEAN.

Operational and Financial Highlights:

- Implemented SEA Cluster + defined strategy
 - Cluster marketing organization across SEA, improving effectiveness, speed to market, consistency of messages and offering significant synergies
 - SEA Leadership team with 5 Country Commercial Leads, Head of Customer Marketing, Key Account Management, Product Development and Finance BP operating at cluster level – all co-located w/o central overhead
- 2016 turnover of €198m/ ca. €30m OPEX; slight market share gain in difficult market environment of draught and low commodity prices
- Strategic growth plans for all countries developed with focus areas and commercial as well as product measures defined, targeting > €300m sales by 2020
- 2017 growth > 10% planned across cluster

Bayer CropScience AG – Head of Commercial Coordination

Set up of post-project structure to ensure successful implementation of MLS project. – Crop Science's new operational model is based on outcomes of MLS

Bayer CropScience AG – Global Project Lead MLS

Lead strategy project conducted with McKinsey support and a team representing all functions of the organization (Operations, Strategy, R&D, F&A), identifying global growth areas and defining key activities to lead Bayer to global market leadership by 2020. – Project became Holding endorsed strategy

Bayer CropScience AG - Head of Go-To-Market Strategy

Focus organization on increased grower proximity and improved distribution reach with help of structured heat map assessments. Follow up of McKinsey led channel transformation in China. – More consistent, customer focused GTM approach across regions developed

BCS Country Head Czech Republic and Slovakia

Significant business expansion and market share gain achieved. Business growth from €37m to above €50m (+35%) was achieved. Focus was on strengthening organization and laying basis for future success (> €60m business now) by developing team and optimizing go-to-market.

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General Manager Bayer d.o.o. Zagreb, Country Head Slo, Cro, BiH, Mac, Alb

Set up of Bayer Croatia as General Manager after acquisition of Schering Croatia including office move, development of HR + Legal department, hosting other subgroups and ensuring financing of company.

Successfully merged differing legacy business models (agency + subsidiary) while preserving grown business relations by integrating Slovenian and Croatian business, setting up a cross-border management team.

EDUCATION/ QUALIFICATIONS

Master of Business Administration 2001 - 2002

Bradford University School of Management (full time)

Focus on International Business/ F&A/ Strategic Management/ International Marketing/ Human Resource Management

Named “**Student of the Year**” by University Dean

Graduated with merit.

University Degree in Business Administration

University of Applied Sciences Essen 1997 - 2001

(Diplomkaufmann (FH)) (part time program – evening and weekend)

Apprenticeship as Industrial Sales Assistant

BAYER AG, Leverkusen, Germany 1997 - 1999

(Industriekaufmann)

Trainings/ Coaching:

- 2000 Time Management
- 2002 SAP/ Business Objects
- 2006 General Manager Program/ Coaching for High Performance
- 2006/8 Crisis Management
- 2010 Feedback Workshop, Geneva
- 2011 Bayer Academy – Mentoring
- 2011 BCS Orientation Centre -Observer
- 2011 Bayer Management Excellence PL3 - @ IMD Lausanne for 2 weeks
- 2012 – Professional Coaching with Roland Jäger rj@konsequent-fuehren.de
- 2013 SkillCamp – Commercial Excellence Framework
- 2014 Diversity (Culture & Gender)
- 2015 – Coaching with Stefan Lammers; later Thomas Chen (cultural onboarding for Asia)

Languages: English/ German

Memberships: *BCS International Management (top 200 executives)*