

# Eckhard Hörner-Marass

Dipl.-Ing./MSc. Ing.  
CEO/CRO/CTRO/CSO/CTO



## Personal Data

Born on 19.04.1960 in Wertheim

Säulingstrasse 1, 86462 Langweid/Lech  
Deutschland

+49 152 31 72 444 8

hoerner-marass@2him.eu

xing.com/profile/Eckhard\_HoernerMarass

linkedin.com/in/eckhard-hoerner-marass

## Knowledge

MS Office Paket

MS Project

MS Outlook

Lotus Notes

MindManager

Dynamics CRM365

SAP

Adobe

## Languages

German

English

09/2012 –  
Today

## PROFESSIONAL EXPERIENCE

### Executive Interim Manager (CEO/CRO)

**2H.IM Executive Interim Management GmbH, BY** Langweid / Augsburg (D)  
Managing Partner

03/2019 –  
Today

### CTRO (ad interim)

**Hidden Champion (NDA), BY** Allgäu (D)  
Automotive rel. Mechanical engineering, turnover approx. € 210 Mio. / 1.000 empl.

10/2016 –  
12/2018

### CRO/CTO/CEO Chairman of the Board (ad interim)

**MANZ AG, BW** Reutlingen (D)  
High-Tech Mechanical-/Plant engineering, turnover: approx. € 370 Mio. / 1.700 empl.

09/2015 –  
09/2016

### CEO/CRO - Managing Director (ad interim)

**Kuntschar & Schlüter, HE and Dreyer & Bosse, NI** Kassel/Gorleben (D)  
Companies of Wolf GmbH, Mainburg, today Wolf Power Systems.  
Mechanical-/Plant engineering, Energy systems, turnover: approx. € 35 Mio. / 155 empl.

12/2014 –  
05/2015

### CEO/CRO, Spokesman of the Management Board (ad interim)

**Kinetics GmbH, BY** Hobbach (D)  
Company in the investment portfolio of Quadriga Capital, Frankfurt.  
Mechanical-/Plant engineering, clean room technology, turnover: approx. € 50 million / 300 empl.

09/2012 –  
12/2014

### Sole managing director (ad interim)

**manroland web systems GmbH, BY** Augsburg (D)  
Company in the portfolio of the Possehl Foundation, Lübeck.  
Mechanical-/Plant engineering, Printing press, turnover: approx. € 270 Mio. / 1.450 empl.

02/2002 –  
08/2012

### Spokesman of the Management Board

**Holzma Holzbearbeitungsmaschinen GmbH, BW** Calw-Holzbronn (D)  
Company of Homag Group AG; turnover: approx. € 110 million / 550 employees

12/1999 –  
01/2002

### Head of Division, Member of the Executive Board

**Zeppelin Power Systems GmbH, BY** München (D)  
Exclusive agency Caterpillar/USA, power plants/drive systems, turnover: approx. € 90 million / 200 empl.

11/1995 –  
11/1999

### Managing director

**Jenbacher Energiesysteme GmbH, BW/AUT** Mannheim (D)  
Power systems, turnover: approx. € 35 million / 42 employees.

11/1992 –  
10/1995

### Managing director

**C. Haushahn Automationssysteme GmbH, BW** Stuttgart (D)  
Warehouse- / material flow logistics, turnover: approx. € 38 million / 70 employees.

10/1989 –  
10/1992

### Division manager with power of attorney

**C. Haushahn GmbH, Storage technology area, BW** Stuttgart (D)  
Warehouse- / material flow logistics, turnover: approx. € 15 million / 35 employees.

08/1986 –  
09/1989

### Sales/project manager

**C. Haushahn GmbH, Storage technology area, BW** Stuttgart (D)  
Warehouse- / material flow logistics, sales: € 8 million / 5 employees.

# Eckhard Hörner-Marass

CEO/CRO/CTRO/CSO/CTO

1986

## Graduate engineer in mechanical engineering

University of Applied Sciences

Heilbronn (D)

1977

## Secondary school

Secondary school Wertheim

Wertheim (D)

> 6 Months

## Europe

Switzerland

< 6 Months

## Worldwide

China, India, USA

2019

## Certificate course "Restructuring with the help of insolvency"

SRH Heidelberg, Ifus Institute

Heidelberg (D)

Personal management, self-administration, insolvency plan preparation

2015

## Certified restructuring-/ reorganisation consultant

SRH Heidelberg, Ifus Institute

Heidelberg (D)

Seal of quality "TMA TESTED"

1999 –  
2011

## Management development; leadership with goals; development of corporate and leadership models and principles; etc.

Management Centre St. Gallen

St. Gallen (CH)

1991

## Seminar Capital Goods Marketing

Castle Gracht

Bonn (D)

University seminar of the economy

## PUBLICATIONS

Monthly news about restructuring/reorganisation, transformation, organisational development and process optimisation.

Series of technical papers „Drive in transition- E-Mobility“ (10/18 – 03/19)

## ASSOCIATIONS

VDMA, VDI, VDW, DDIM

## INTERESTS/HOBBIES

Tennis, football, music, mountain hiking, mountain biking



Eckhard Hörner-Marass

## CONTACT

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Dipl.-Ing. /MSc. Ing.  
CRO/CTRO/CEO/CSO/CTO



07/2012 –  
TODAY

03/2019 –  
TODAY

10/2016 –  
12/2018

09/2015 –  
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12/2014 –  
05/2015

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## Knowledge

MS Office Paket	<div style="width: 95%;"></div>
MS Project	<div style="width: 85%;"></div>
MS Outlook	<div style="width: 90%;"></div>
Lotus Notes	<div style="width: 80%;"></div>
MindManager	<div style="width: 90%;"></div>
Dynamics CRM365	<div style="width: 85%;"></div>
SAP	<div style="width: 70%;"></div>
Adobe	<div style="width: 80%;"></div>

## Languages

German	<div style="width: 100%;"></div>
Englisch	<div style="width: 95%;"></div>

## PROFESSIONAL KNOWLEDGE, EXPERIENCE, SUCCESS

### Executive Interim Manager (CEO/CRO)

**2H.IM Executive Interim Management GmbH, BY** ↙ Langweid /Augsburg (D)

Managing Partner

### CTRO (ad interim)

**Hidden Champion (NDA), BY**

↙ Allgäu (D)

Automotive rel. Mechanical engineering, turnover approx. € 210 Mio. / 1.000 empl.

- Implementation Transformation because of "Change in the powertrain - E-Mobility".
- Reorganisation, strategy and business model development.
- Change-Management, Business Transformation.

### CRO/CTO/CEO Chairman of the Board (ad interim)

**MANZ AG, BW**

↙ Reutlingen (D)

High-Tech Mech.- /Plant engineering, turnover: approx. € 370 Mio./ 1.700 empl.

- Restructuring/reorganization according to IDW S6 expert report.
- Set-up optimization and personnel adjustment.
- Change-Management, Business Transformation.
- Productivity increase through process optimization ("Manz 2.0"), E2E analysis.
- Post-merger integration of international Company (M&A).
- Internationalization, increase of topline in sales/service, CRM introduction.
- Product streamlining and restructuring of production structures.
- Standardization/modularization of product structures.
- Streamlining of group structures.
- Reduction in management span.
- Reorganisation of management structures, executive coaching.
- Ensuring sustainable competitiveness and profitability.
- Turnaround after 20 months.

### CEO/CRO - Managing Director (ad interim)

**Kuntschar & Schlüter, HE, and Dreyer & Bosse, NI** ↙ Kassel/Gorleben (D)

Companies of Wolf GmbH, Mainburg, today Wolf Power Systems.

Mechanical-/Plant engineering, Energy systems, turnover: approx. € 35 Mio. / 155 empl.

- Restructuring/reorganisation.
- Merger of 2 corporations, set-up optimisation and personnel adjustment.
- Change- and transformation management.
- Increase in productivity through process optimization, E2E process analysis.
- Product portfolio streamlining and restructuring of production structures.
- Restructuring, strengthening of a proactive sales and service.
- Turnaround after 3 months.
- Reorganisation of management structures.
- Coaching of young executives.
- Ensuring sustainable competitiveness and profitability.

### CEO/CRO, Spokesman of the Management Board (ad interim)

**Kinetics GmbH, BY**

↙ Hobbach (D)

Company in the investment portfolio of Quadriga Capital, Frankfurt.

Mechanical-/Plant engineering, clean room technology, turnover: approx. € 50 million / 300 empl.

- Restructuring/reorganization according to IDW S6 expert report.
- Turnaround after 4 months.
- Securing liquidity through working capital and receivables management.
- Reorganisation of management structures.
- Increase in productivity through process optimization.
- Internationalize sales/service structures and align them more efficiently.
- Ensuring sustainable competitiveness and profitability.

09/2012 –  
12/2014

### **Sole managing director (ad interim)**

**manroland web systems GmbH, BY**

◀ Augsburg (D)

Company in the portfolio of the Possehl Foundation, Lübeck.

Mechanical-/Plant engineering, Printing press, turnover: approx. € 270 Mio. / 1.450 empl.

- Post merger integration after insolvency.
- Set-up optimization with multi-level personnel adjustment.
- Clearly positive EBT in the years following the restart.
- Reorganisation of management structures (6 to 4 levels; reduction of 30% of executives) - Change management.
- Process optimization along the entire value chain to increase productivity and profitability by 15%.
- Outsourcing to reduce the vertical range of manufacture and fluctuations in capacity utilisation by approx. 60%.
- New strategic orientation by expanding the product portfolio to become a full-range supplier.
- Definition and development of 3 new business areas.
- Restructuring of the innovation process.
- Expansion of worldwide sales and service organization by 80%.
- Increase in world market share by >7 percentage points.
- Evaluation of production site in emerging market.

02/2002 –  
08/2012

### **Spokesman of the Management Board**

**Holzma Holzbearbeitungsmaschinen GmbH, BW**

◀ Calw-Holzbronn (D)

Company of Homag Group AG; turnover: approx. € 110 million / 550 empl.

- Development, production and sales/service of pressure beam saws.
- Responsible for sales, marketing, service, R&D, FI, HR, IT, Company Strategy.
- Managing Director of a subsidiary.
- Member of the Board of Directors of a subsidiary.
- Board member of various international holdings.
- Significant increase in earnings (double-digit EBT)
- Profitable through the "Mechanical engineering crisis of the century 2008/2009".
- Internationalisation of the group in sales, service and product management.
- Development and expansion of production sites in GER, ESP, CHN, BRA, BGR.
- Expansion of worldwide market shares (app. 40%) compared to total market.
- Expansion into a full-range supplier (product portfolio) and system provider.
- Strategic expansion of services and divisionalisation.
- Evaluation and introduction of new tools to optimize the S/S processes.
- Maximization of synergy effects in sales/service in Homag Group.
- Change management, restructuring, process optimization projects.
- Development of product management.

12/1999 –  
01/2002

### **Head of Division, Member of the Executive Board**

**Zeppelin Power Systems GmbH, BY**

◀ München (D)

Exclusive agency Caterpillar/USA, power plants/drive systems, turnover: approx. € 90 million / 200 empl.

- Restructuring with set-up optimization and personnel adjustment.
- Final assembly, sales, service of power plants and drive systems
- Consolidation of the highly unprofitable primary business in 1998 by concentrating on core competencies.
- Turnaround / Break Even in the fiscal year 2001.
- Sales increase 1999 to 2001 by 30%.
- Process optimization, cost discipline and results-oriented growth.
- Evaluation and introduction of new tools to optimize the S/S processes.
- Maximization of synergy effects in sales/service in Zeppelin Group through utilization/optimization of the Zeppelin/CAT regionalization structure.
- Intensive cooperation with Caterpillar USA. regular stays in the USA.

## CONTACT

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11/1995 –  
11/1999

### Managing director

**Jenbacher Energiesysteme GmbH, BW/AUT**

◀ Mannheim (D)

Power systems, turnover: approx. € 35 million / 42 employees.

- Sales, assembly/IBN, service of energy plants.
- Expansion of sales and service activities in a "narrow" market.
- Increase in market share well above market trend.
- Increase in turnover and company results. Sales in 1995 = EUR 15 million, 1998 = EUR 35 million.
- Tripling of the company result.
- Establishment and expansion of a profit centre for the introduction and marketing of a new product range.
- Realignment of the service organization to become an active, customer-oriented service provider.

11/1992 –  
10/1995

### Managing director

**C. Haushahn Automationssysteme GmbH, BW**

◀ Stuttgart (D)

Warehouse- / material flow logistics, turnover: approx. € 38 million / 70 empl.

- Development, production, sales and service of storage and material flow systems.
- Standardization and modularization of the product range.
- Reduce manufacturing costs by up to 30% by optimizing manufacturing techniques and procurement practices.
- Introduction of QS system according to DIN ISO 9001, PPS IT solution, 24-hour hotline and technical documentation.

10/1989 –  
10/1992

### Division manager with power of attorney

**C. Haushahn GmbH, Bereich Lagertechnik, BW**

◀ Stuttgart (D)

Warehouse- / material flow logistics, turnover: approx. € 15 million / 35 empl.

- Development, production and service of storage and material flow systems.
- 30% increase in sales of the newly founded sales subsidiary by increasing product competitiveness.
- Development of a sales and product-supporting marketing to reduce "time to market".
- 30% reduction in manufacturing costs through product standardization and outsourcing.
- Development of modular storage systems and its marketing.

08/1986 –  
09/1989

### Sales-/Projectmanager

**C. Haushahn GmbH, Bereich Lagertechnik, BW**

◀ Stuttgart (D)

Warehouse- / material flow logistics, sales: € 8 million / 5 employees.

- Development, production and service of storage and material flow systems.
- Area Manager Southern Germany and Switzerland.
- Independently project planning, acquisition and implementation of complete systems.
- Order size up to EUR 8 million. Project duration up to 2 years.

## CONTACT

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