

## **Professional Experience**

### **University o. A. S.**

**Professor of Int. Management** 09/2005 – Teaching, consulting and research in the field of International  
Gelsenkirchen, Germany Management (Marketing, Logistics and Strategy).  
01/2004-  
Bonn (Rheinbach), Germany 08/2005

### **Deutsche Post World Net / DHL**

**€40 billion turnover, 380,000 employees, 220 countries**

**Marketing Director, DHL Express Europe** 12/2002 - In charge of Marketing for DHL Express Europe (€ 13 billion  
01/2004 turnover) with three departments (Product Management, Pricing, Marketing Communication/Services) and two projects (Product Portfolio Harmonization and Rebranding).  
Brussels, Belgium 30 direct reports – functional responsibility for 300 marketing professionals in 15 countries. Budget responsibility in 2003: > € 100 million.

**Director of the Executive Office, DHL Express Europe** 04/2000 - For the Express Europe division (€ 10 billion turnover in  
03/2003 2002) in charge of Business Development, M&A Projects and IPO of DPWN in 2000. 10 direct reports. Direct report to the member of the Corporate Management Board (Dr. Peter E. Kruse as of 01/2001 / Uwe R. Dörken – until 12/2000).  
Bonn, Germany

**Director Post-Merger Integration, Deutsche Post Euro Express** 11/1997 - In charge of M&A projects and post-merger management in  
03/2000 Europe especially in France, Italy, Spain and Northern Europe. Working closely together with John P. Mullen (CEO of TNT until 1994 / COO of DHL Asia Pacific as of 2002).  
Bonn, Germany

### **Thyssen Haniel Logistics**

(taken over by ABX in 1998)

**€3 billion turnover, 16,000 employees, 35 countries**

**Project Leader Corporate Logistics** 04/1997 - Development and implementation of logistic concepts for  
Düsseldorf, Germany 10/1997 international and national customers, strategic analysis, commercial strategy elaboration and evaluation. Development of training sessions.

### **UdS – Saarland University**

**15,000 students – home campus of IDS Scheer**

**Assistant Professor** 05/1994 - Consulting and research projects in the field of International  
Saarbrücken, Germany 03/1997 Marketing and Logistics. Stand-in for Professor Dr. Joachim Zentes in lectures and seminars. Various publications in German and English.

**Assistant to a Professor** 06/1992 - Co-ordination of seminars; design and maintenance of  
Saarbrücken, Germany 04/1994 databases; financial planning and controlling.

### **General Cologne Reinsurance Company**

**€4.4 billion in premiums, 1,200 employees**

**Internship** 03/1991 Project Management in the Marketing and Finance/Accounts  
Singapore Department of the Singapore branch with special focus on optimization of the workflow management. Direct report to Dr. Wolfgang Droste – Member of the Management Board.

### **Deutsche Lufthansa AG**

**€15 billion turnover, 96,000 employees**

**Network Manager** 03/1990 - Route, network and capacity planning for air cargo of  
Frankfurt, Germany 03/1992 Lufthansa Cargo AG.

**Product Manager** 08/1990 - Development of a strategic and operational marketing plan  
Paris, France 09/1990 for the French passenger and air cargo market.

# Prof. Dr. Ludger H. Opgenhoff

<b>Product Manager – Air cargo</b> Barcelona, Spain	06/1989 - 09/1989	Optimization of the workflow of the air cargo handling procedures of Lufthansa Cargo AG.
<b>Commercial Airline Trainee</b> Various locations in Germany and Madrid, Spain	09/1986 - 06/1989	In-house trainee program of Lufthansa AG in the areas of Marketing, Public Relations, Finance, Human Resources, air cargo and passenger handling. One of 30 trainees selected from 10,000 applicants.
<b>German Military Service</b>  Oldenburg / Wesel, Germany	  07/1985 - 09/1986	  15 months mandatory German military service. In charge of uncoded and coded communication.

## Education

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<b>UdS – Saarland University</b> Saarbrücken, Germany	03/1994 - 03/1997	PhD in Marketing Thesis: Customer retention in the air cargo industry
<b>UdS – Saarland University</b> Saarbrücken, Germany	10/1989 - 02/1994	MBA, with distinction (German: Diplom Kaufmann)
<b>University of Fribourg</b> Fribourg, Switzerland	07/1991 - 10/1991	Summer School (Preparation for university studies in French)
<b>University of Cambridge</b> Cambridge, England	06/1988	Certificate of Proficiency in English

## Key Competencies

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<b>Management</b>	Planning, organization and motivation of management teams. Extensive experience with external consultants.
<b>Communication</b>	Experienced presenter, trainer and communicator.
<b>Consulting</b>	Segmentation design and implementation; Market research. Business modeling and strategic analysis; M&A processes.
<b>Coaching</b>	Career planning, Change Management, Team coaching.

## Languages

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<b>German</b>	Mother tongue	<b>English</b>	Management level
<b>French</b>	Operational level	<b>Spanish</b>	Conversational level

## Personal details

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<b>Nationality</b>	German	<b>Date of birth</b>	18 <sup>th</sup> December 1965	<b>Status</b>	Married to Dr. Carolin Opgenhoff Son: Paul Henry (Sep 2004)
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## ***Publications***

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- Opgenhoff, Ludger; Höfling, Stefanie: **Markenmanagement mittels Marken-Aufstellung**, in: Mergers and Acquisitions, Nr 6, 2005, St. Gallen., S. 280-282.
- Opgenhoff, Ludger: **Kundenbindung von Luftfrachtunternehmen** – eine theoretische und empirische Untersuchung, Aachen 1997, 340 Seiten.
- Opgenhoff, Ludger: **Einflußfaktoren der Kundenbindung von Luftfrachtunternehmen**, in: Marketing- und Management-Transfer, Nr. 1, 1997, Saarbrücken, S. 6-15.
- Opgenhoff, Ludger: **Kundenbindung im traditionellen Luftfrachtmarkt** – eine empirische Untersuchung (Institut für Handel und Internationales Marketing) Saarbrücken 1997, 110 Seiten.
- Opgenhoff, Ludger; Zentes Joachim: **Wohnortnahe Versorgung mit Lebensmitteln im Saarland**, (IHK) Saarbrücken 1996, 68 Seiten.
- Opgenhoff, Ludger; Zentes Joachim: Monitoring du GDI I/95: **La satisfaction des clients: facteur de succès dans le commerce**, in: Bulletin des Tendances Commerciales du GDI I/95, (GDI) Rüschlikon/Zürich 1995, S. 1-48.
- Opgenhoff, Ludger; Zentes Joachim: GDI-Monitor I/95: **Customer Satisfaction as a factor of success in retailing**, in: GDI Retail Trendletter I/95, (GDI) Rüschlikon/Zürich 1995, S. 1-45.
- Opgenhoff, Ludger; Zentes Joachim: GDI-Monitor I/95: **Kundenzufriedenheit als Erfolgsfaktor im Handel**, in: GDI Handels-Trendletter I/95, (GDI) Rüschlikon/Zürich 1995, S. 1-47.
- Opgenhoff, Ludger: **Konfigurationsstrategien japanischer Produktionsunternehmen in Deutschland**, in: Marketing- und Management-Transfer, Nr. 3, 1993, Saarbrücken, S. 18-21.
- Opgenhoff, Ludger; Höfling, Stefanie: **Markenmanagement mittels Marken-Aufstellung**, in: Mergers and Acquisitions, Nr 6, 2005, St. Gallen., S. 280-282.
- Opgenhoff, Ludger; Prange, Christiane: **Global M&A Activities and Innovation Processes** – A Dynamic Framework of Scale and Scope within DHL, Working-Paper, Nov. 2006.