

CV Jürgen Pohl

Name: Jürgen Pohl
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Date, place of birth: 26 June 1958, Lauchhammer
Civil status: married, one child

Know-How PROFILE

- 20+ years of experience in European Sales Operations both in retail and B2B in a number of leadership roles including field management, central operations and international project management
- Experienced in Store Development, Retail and Technology Convergence
- Handling corporate turnaround challenges as well as start-up and hyper-growth
- Experienced in staff management and motivation
- Quick grasp of things, customer-orientation, and commercial thinking and operations
- Creative in optimizing costs and process sequences
- Stress-resistant, high ability to work under pressure, mobile, and flexible
- Structured and direct communication
- High level of cultural sensitivity and experience of working in a foreign country and adapting to local cultures
- I am a true man of action, responsible, and with team spirit

WORK EXPERIENCE

Since August 2011

Project director, New Store Europe Deutschland GmbH

Managing temporary remodelling project for market leader/trading firm with retail business in Germany and active as prime contractor in New Store Europe; developing detailed project schedules and construction time plans; coordinating entire tender preparation for construction services and store construction/furniture; checking awarding of works contracts to subcontractors; supervising local processes and developing new strategies; evaluating business papers, target-performance comparison, and cost and activity accounting

September 2007–
July 2011

In charge of international store development, Dixons Retail plc, Hemel Hempstead, United Kingdom

Dixons Retail plc is the largest consumer-electronics chain store in the United Kingdom. In many European countries, it sells and distributes its products through its own branches.

Reorganizing international expansion team at DIXONS main office; technical responsibility for 20 international employees; developing and implementing large-scale DIXONS shop concepts in United Kingdom, Norway, Sweden, Czech Republic, Italy, Spain, Greece, and Turkey; coordinating all layout planning at main office in United Kingdom; budget controlling of all international new constructions and remodelling; cooperating with local specialists and project teams based on creative development of store-construction plans; creating Web-based information tool for merchandising and store construction to guarantee uniform retail conception in all countries in which DIXONS Group is active; checking commissioning with international large-scale projects; actively participating in starting up ELEKTROWORLD retail chain store in Turkey (2007); concept development and implementation of pick-up stores of PIXmania.com Internet platform in Spain

April 2001–
September 2007

In charge of business development, ELDORADO, Moscow, Russia

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In 2001, ELDORADO started its expansion to become the largest consumer-electronics chain store in Russia, Kazakhstan, and Ukraine. Overall responsibility for expansion with large-scale consumer-electronics centres (1,500–10,000sqm); restructuring ELDORADO expansion department at main office in Moscow including real estate and (store) construction; responsible for 45 employees in main office and 20 employees in regional offices in Russia, Kazakhstan, and Ukraine; selecting and analysing new locations as basis for decision memo for management; managing project teams responsible for branch development, from planning to on-schedule/-budget handling of all projects with new construction and remodelling of large-scale branches; responsible for on-going development of store-construction plans in all formats in various regions; opening 378 ELDORADO-consumer-electronics centres in Russia, Kazakhstan, and Ukraine

July 1999–
March 2001

In charge of expansion, MEDIA-SATURN PL, Warsaw, Poland

Setting up main office of MEDIA-SATURN in Warsaw
Overall responsibility for expansion of Media-Saturn Group in Poland: setting up Polish expansion department (20 employees); site analyses and localization; participating in CAD planning of Media-Markt layout, taking into account Polish market; adapting product presentations and product-range planning; coordinating international sales, purchasing, marketing, IT, and store construction; optimizing costs by using local suppliers in store construction; opening 13 Media-Markt stores in Poland

May 1998–
June 1999

Market manager, MEDIA MARKT PL, Czeladz and Poznań branches, Poland

Setting up first Media-Markt in Czeladz for Media-Saturn Group; adapting Media-Markt concept to Polish market with respect to personnel, purchasing, sales, IT, marketing, and construction; developing Media-Markt merchandise promotion and anti-shoplifting measures, taking into account Polish market landscape; organizing service management with customers and suppliers; managing purchasing and sales process sequences; implementing local service partners; coordinating staff assignment (65 employees); market leader in Poznań (since January 1999); coaching future market managers

August 1992–
December 1996

Board member /assistant managing director, PERIPHERALS POLAND S.A., Poznań

Setting up Polish public company as distribution channel for CONNER Festplatten in Poland as subsidiary of ESCOM Firmengruppe Deutschland; wholesale of computer accessories; setting up materials management and logistics; managing 10 fulltime employees; turnover of 10 million Deutschmarks annually; discontinuing business activities because of bankruptcy of parent company in Germany (December 1996)

April 1992–
April 1998

Managing director/associate, ESCOM COMPUTER POLAND Sp. z o.o., Poznań

Setting up ESCOM COMPUTER POLAND Sp. z o.o. as Polish subsidiary of ESCOM AG branch and retail business; market launch of ESCOM brand in Poland; setting up own materials-management system; opening 20 branches in Polish commercial centres; setting up PC production for Poland and export to Czech Republic and Hungary; overall coordination of import of PC components from China and Taiwan; logistics, optimization for branch supply in Poland; managing 130 employees; turnover of around 35 million Deutschmarks annually; managing ESCOM COMPUTER POLAND

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as independent company since January 1997 after bankruptcy of German ESCOM AG; reducing and discontinuing business activities by 1998

May 1990–
March 1992

**Managing director/associate, ESCOM COMPUTER
Lauchhammer GmbH, Germany**

Setting up sales structure in East Germany for ESCOM AG; opening and managing three branches in German Federal State of Brandenburg; setting up wholesale department for PC components; managing 10 employees in 3 locations; preparing organization of PLC in Poland (since December 1991); full power to negotiate

November 1989–
April 1990

Freelancer, hardware and software, PC-Service, Lauchhammer

Sale of PC hardware and software for own account; PC service; implementing PC training; preparing founding of own PLC with ESCOM AG

March 1985–
October 1989

**Group manager hardware and software service, TAKRAF
Schwermaschinenbau (heavy engineering), Lauchhammer (five employees)**

Setting up department of technical information; hardware and software services to control production process; software development for construction database

TRAINING

November 1980–
February 1985

Field of IT, section of technical traffic cybernetics, HfV Dresden (now Faculty of Transportation and Traffic Sciences "Friedrich List," Dresden University of Technology, Germany)
Graduated as *Diplom-Ingenieur* (M.Eng)

November 1977–
October 1980

Non-commissioned officer/armourer/team leader, former East German armed forces

September 1973–
July 1977

Erweiterte Oberschule (former secondary school in GDR, leading to entrance qualification for higher learning after 12th class), Lauchhammer
Obtained German entrance qualification for higher learning

September 1965–
July 1973

Polytechnic secondary school, Lauchhammer

KNOWLEDGE/SKILLS

Languages

German: native language
English: fluent in speaking and writing business English
Russian, Polish: fluent

Software skills

MS Windows, MAC-OS X
MS Office; iWork, iLife
MS Project; Merlin

Interests

Martial arts, second judo dan
Alpine skiing