



## VORSCHLAG FÜR DEN AUFSICHTSRAT

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# Curriculum Vitae

**Holger Schmidt, CFA**

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**PROFILE : Based in London, UK**

**Senior Corporate and European Equity Sales and fund raising for private and listed firms**

I am a structured and organized person, who is determined to maximize success for the clients by expanding their shareholders and help them strategically to improve their awareness in the global equity market. **EMPLOYMENT EXPERIENCE**

**Director at IR Consulting & Advisory Ltd.  
Since January 2017**

- Corporate advisory for both public and private companies including fund raising and organizing of deal- and non-deal related roadshows, We also advise companies in terms of raising funds mostly for seed, series A, B, C etc. by working with our network as well as contacting PE firms, VCs, family offices etc. who specifically invest in the client's sector and geography. This includes working on presentations, content and all other investor relations' typical tasks

**Consultant, Edison Investment Research Group  
January 2014 until December 2016**

- Sales of professional equity research and investor access corporate to U.K.-based institutional funds. Promoting a unique product, which has a tremendous growth opportunity, but needs to be marketed in a different environment.

**Director Institutional Equities, Close Brothers Seydler Bank AG, Frankfurt  
April 2013 until October 2013**

- Sales of multi-asset products, such as equities, corporate bonds and corporate loans (Schuldscheine). Building up several institutional clients for various products in the U.K. and serving existing ones.

**Head of Equity Sales U.K., Westend Brokers Ltd., London  
November 2007 until March 2013**

- Build up German equity sales in London for the last 5 years, being active in brokerage, IPOs and secondary placements. Organized regular macro-economic events with German politicians and investors. Listening to clients and their recommendations/criticism is very important to draw the right conclusions for our strategy.
- Taking all necessary steps to set up the office, including finding the right office location and taking on regulatory issues.
- Running the UK operations for this premier firm, successfully marketing investment ideas for European equities, mainly German, but dependent on the sector. Started idea generation on TIM system. Organized and took companies on road shows in the UK and

reverse in Europe. Growing revenue base every year. Constant communication with clients about improvements in service.

**Director Institutional Sales, Natixis U.K. Ltd., London  
January 2004 until October 2007**

- Together with a team, we established Natixis U.K. as a strong player in French and German equities, particularly on small- and mid-caps. We did several successful placements in IPOs, secondaries and block trades.

**Vice President Equity Sales, DZ BANK AG, Frankfurt and Tokyo  
January 1996 until December 2003**

- Building up institutional client base for German equities, first in Japan (from 1996 to 2001) and later in the U.K. (from 2001 to 2003).

**Manager German Equities, Dresdner Bank AG, Frankfurt  
May 1995 until December 1995**

- Proprietary trading on the electronic trading system and Frankfurt Stock Exchange floor trading.

**Manager German Equities, Deutsche Bank AG, Frankfurt and Tokyo  
January 1986 until April 1995**

- Proprietary trading on the electronic trading system and Frankfurt Stock Exchange floor trading.
- Arbitrage trading of non-Japanese equities
- Sales support for German equity sales in Tokyo
- Investment advisor, corporate loan analysis etc. from January 1986 to 1988

**KEY ACHIEVEMENTS**

- Situation: We had one turnaround situation in Portugal and one growth deal in Italy. In both of these, a marketing plan and an earn-out schedule had to be negotiated and I was appointed deal captain for both.  
Action taken: Developed an international expansion plan for both companies with a top-down-approach from our side and a bottom-up approach together with the marketing management of both companies. Negotiated term sheets for both.
- Situation: At CB Seydler, we had to place a corporate bond with an issue size of 200 mln. € but unrated. Although the company is well-known, placing a straight bond partially in London was a completely new effort.  
Action taken: Using the data base of BD Advanced and calling a number of existing institutions, we were able to contact within a short period of time quite a number of the right people at the right institutions and were able to place a significant part of the transaction in London. I followed this up with visits at these institutions to get a better picture of what they wanted and how they operate.
- Situation: At Westend Brokers, we had absolutely no client base in the U.K. for small- and mid-cap clients except those which I had already a relationship with.

## **Curriculum Vitae**

Action taken: Introducing a new database, I was making numerous cold calls to institutions in the U.K., introduced our company and identified clients' needs in this area. Almost from zero, we were able to build up a significant client base for mid- and small-cap equities. By identifying the right companies, we strengthened our base and could also achieve several corporate relationships, creating a win-win situation.

- Situation: When I arrived at DZ Bank back in Frankfurt, our U.K. client base was dramatically low.

Action taken: In close cooperation with the research department, we were distributing our research to a much wider audience using the Reuters research platform. As part of a small U.K. team, we were following up the downloads of our research and could establish almost 20 new client relationships within a few months. Those were the basis later for IPO and secondary placements.

- Situation: In 1996, DZ Bank wanted to build up its institutional client base in Japan, expecting high volumes in new issues what was later called the "Neuer Markt".

Action taken: I was first contacting and visiting Japanese institutions in London, indicating that I will be moving to Tokyo later that year. I was able to get in touch with almost every larger institutional investor from Japan in London, who were kind enough to introduce me to the right person at their head offices over there. This saved us a significant amount of time and resources as I had an established base of clients in Japan even before moving there.

## **EDUCATION & TRAINING**

CFA designation, passed all 3 levels consecutively since 1999 until 2001

Bank academy, Frankfurt

Sub-ordinate degree in economics, business and law

Deutsche Bank Hamburg from January 1984 until December 1985

Apprenticeship, both theoretical and practical experience and training.

Athenaeum Gymnasium, Stade, from 1974 until 1982

German "Abitur" degree (equivalent to A-levels in the U.K.)

## **LANGUAGES**

German: native speaker

English: fluent

Japanese: basic

## **CORE SKILLS.**

- Bloomberg, BD Advanced, Microsoft Office, Reuters Research, TIM system
- Understanding buy-side interest through my CFA study and client questionnaire

## **INTERESTS**

Reading books, exercising.

## **References**

available on request

# Horst Hirsch, Based in Frankfurt

Nationality: German, British

## Professional Profile

Skills: Marketer, self-starter, highly motivated, good communicator, "can-do" attitude, cross-cultural competence, entrepreneurial spirit, and leadership experience. Capital market experience in different asset classes, Alternative Investments. Thorough experience in the ALM, KYC, AML compliance, and payment areas.

## Professional Experience

### NICE Actimize, Frankfurt

03/2022 – Present

NICE Actimize is a 100% subsidiary of NICE Group, listed on NASDAQ. NICE employs 8,400 people globally. NICE Actimize is the largest compliance software vendor in the world that helps companies to fight financial crime with AML, Enterprise Fraud Management, Financial Markets Compliance, Investigation and Case Management, and Data Intelligence. NICE Actimize has offices across 30+ countries and more than 750 clients globally.

Account Executive, DACH Region

- Responsible for finding technology solutions to my client's financial crime and compliance challenges.
- I pitch ideas, offer creative problem solving, negotiate and close contracts
- Develop a new client base in the DACH region and do cross-sell with existing clients.
- Coordinate internal sources for meetings with clients in various jurisdictions.
- Attend national and international events to reach out to clients and market our software solutions in the compliance areas.

### FIS, Frankfurt

11/2020 – 02/2022

FIS is a leader in technology and services and one of the largest software companies in the world with more than 55,000 people across 50+ countries.

FIS is a Fortune 500 company and a member of the S&P 500 Index.

Senior Sales Executive, Germany

- I helped financial institutions with a comprehensive balance sheet management solution that offers them the toolset to address growing market and regulatory pressure.
  - Optimizing their risk/return profile
  - Improving their competitive advantage
- Acquiring new clients in Germany was one of my main tasks through cold callings and meetings/demos.
- Cross Selling with existing clients

- Closed the largest deal with a new German client (around 6.5m USD) and made it to the presidential club stack.
- Organised and moderated a webinar for building societies in Germany and Austria which more than 70% of all building societies attended.

## Accuity, Frankfurt

04/2017 – 10/2020

A division within the Risk & Business Analytics of the RELX group. The RELX Group is a British-Dutch company with more than 30.000 people globally and listed on the London stock exchange. Accuity provides data and software in the AML space. Accuity covers the KYC and payment areas with its own software and data. Accuity is one of the leading solution providers in the world in its three main spheres compliance, payments, and KYC.

### Strategic Account Manager DACH Region

- I help financial institutions and corporations improve their business processes in three spheres:
  - Compliance: I help to identify high-risk entities to help reduce their reputational risks and false positives and therefore operational costs. I do the same in the trade finance area by offering dual-use-goods screening solutions.
  - Payments: I help clients to improve their payment straight-through processing by offering them our software and data and by tailoring these solutions according to the client's needs.
  - KYC: I help my clients, mainly financial institutions, increase efficiency and reduce costs with our solutions.
- My main role besides sales is advising my clients about the right AML compliance solutions in terms of the right tailored software, data, and IT set-up to minimize their compliance risk and maximize their businesses.
- After an opportunity transforms into a project I act as the sole project manager throughout the whole project. I am the main contact to coordinate internally with my specialists internationally (London, Paris, New York, Zurich, Singapore) on the IT side and data side the necessary actions, and the next steps. I coordinate with different departments of my clients before, during, and after the project's successful completion, the compliance departments, legal departments, IT departments, procurement departments, the business side, and many more.
- I do demos in front of my clients about our products and how these products could help them with in their daily regulatory challenges and requirements.
- I use public speaking (webinars) about compliance regulation to get market recognition for the company and myself.
- I recently finished the upgrade of a trade compliance solution with a major German airline which took almost two years to complete.

- Introduced our KYC products and the necessary regulatory requirements in front of a major Swiss bank. This information created a demand for these products, and I sold our solution afterward.
- In my first year I hit target with 135% and in my second year, I hit target with 167%.
- My job involves extending the client base and covering very intensively a group of around 15 strategic accounts in the DACH region.
- I developed successfully my strategic accounts plans and proved every year since I started the realization of these plans.

### **Renta Markets, Madrid**

**02/2016 - 09/2016**

Spanish financial institution, 30 people. Renta Markets origination desk, focused on Alternative Investments, has been closed recently as part of a new strategic plan.

International Fixed Income Sales, Business developer

- Designed a new distribution plan for Alternative Investments and fixed-income flow products.
- Liaised with investors of Alternative Investments such as insurance companies, asset managers, pension funds, hedge funds, and debt funds.
- Approached financial institutions in DACH Region with a web-based bond and equity analytics system called Pentagon which was a software tool developed by Renta Markets. This software could be acquired at cost or in exchange for opening trading lines with Renta Markets for fixed-income flow products.

### **Beka Finance, Madrid**

**07/2014 - 12/2015**

Spanish financial institution, 80 people,

International Sales for Fixed Income and Equities, Business developer

- Developed the international strategy distribution/business plan.
- Contacted and interacted with investors (insurance companies, asset managers) for Alternative Investment opportunities.
- Reached out to investors for fixed-income flow products in the DACH region.

### **DragonKnight Advisors (DKA) London**

**04/2009 - 06/2014**

Corporate Finance Advisory firm, 9 people

Managing Partner

- Advised corporate clients (financial services, media, food et.al) on business strategies to develop their businesses further.
- Developed tailored solutions and processes in conjunction with the management as part of the overall strategy.
- Originated new businesses through new ideas and various presentations in front of the decision-makers at various companies.

- Assisted in financial modeling for Renewable Energy projects (photovoltaic and bio-gas projects in Europe).
- Successful origination and execution of an LBO transaction (950m EUR) with Alfesca, now known under Labeyrie Fine Foods.
- Developed a go-to-market strategy for IOSONO GmbH, a German software company and a leading provider of Augmented Audio Software. This strategy was a decisive factor for the subsequent acquisition by the global technology leader Barco.

### **CIBC World Markets, London**

**02/2007 - 11/2008**

Canadian Investment Bank, Executive Director, Quantitative Solutions Group, (Equity, Fixed Income, Foreign Exchange, Commodities, Credit) Germany, Austria and Switzerland

- Reviewed the old business plan and wrote a new strategy distribution paper for the cross-asset product line in Europe.
- Targeted and advised real money accounts in the DACH region with investment ideas (cash and derivative products) in various asset classes. CIBC had a strong commodity platform.
- Structured cross-asset solutions for the life insurance sector within regulatory constraints such as Solvency I&II, IAS and others.
- Developed the business in the DACH region successfully with financial institutions. I did the first commodity and equity transactions in the DACH region on behalf of CIBC.

### **The Bank of New York, London**

**05/2003 - 01/2007**

Vice President, Structured Derivatives Sales, Cross Asset (Fixed Income, Currencies, Equities) for the DACH Region

### **Commerzbank Group Frankfurt & London**

**11/1994 - 12/2002**

#### **Commerzbank Securities London**

**06/2001 - 12/2002**

Capital Market Department, Fixed Income Sales, Scandinavia

#### **Commerzbank Securities Frankfurt**

**07/1998 - 06/2001**

Capital Market Department, Trader for cross currency swaps and exotic bonds, Global book

#### **Commerz Financial Products (CFP) Frankfurt**

**11/1994 - 07/1998**

A subsidiary of Commerzbank, a Derivative house with 250 employees in Frankfurt, Paris, Tokyo, and New York

- Various roles (Junior trader at the financial engineering desk fixed income (04/1996 – 07/1998),

## **Education**

### **Economist (Master of Science, University of Frankfurt)**

**09/1987 - 12/1993**

### **Business Seminar USA, Yale University**

**07/1991 - 08/1991**

### **Commerzbank Degree, Options and Futures**

**07/1995**



## **Skills**

**Languages:** German (native), English (fluent), Spanish (intermediate), French (basic), Turkish (basic)

**Computer Skills:** Reuters, Bloomberg, Summit, Murex, Excel, Word, PowerPoint

**Interests:** Traveling, Reading, Movies, Karate 1<sup>st</sup> Dan



# WERNER ULRICH

General Manager & Business Development, Managing Director - Consult

## PERSONAL

**Name**  
Werner Ulrich  
**Based in** Gothenburg

**Age**  
62  
**Place of birth**  
Freiburg  
**Gender**  
Male  
**Nationality**  
Swedish  
**Marital status**  
Married  
**Driving licence**  
B, A

## LANGUAGES

German ★★★★★  
English ★★★★★  
Swedish ★★★★★



## EDUCATION AND QUALIFICATIONS

- Sep 1982 - Jul 1984 **Master in Business and Administration**  
[UCLA Anderson School Management, Los Angeles](#)  
 Leadership FoundationsMarketing ManagementFoundations of FinanceGlobal EconomicsFinancial AccountingData & DecisionsOperations Technology ManagementElective CourseOrganizational BehaviorManagerial EconomicsBusiness StrategyThe Applied Management Research and Business Creation Option projects. AMR project during fall and winter quarters.
- Sep 1978 - Jul 1981 **Bachelor Economics**  
[Ludwig Maximilians Universität Munich, Munich](#)  
 The basics of economic thinking and to the common methods of VWL. Application Areas of Economics (A.VWL) research and teaching represented in Munich (e.g. climate and environmental economics, demography and population economics, innovations and organisational economics, behavioural and experimental economics, economic history, international economic relations, economic policy).  
 Investment & Financing, Business Informatics, Fundamentals of Management, Politics, sociology, statistics, computer science, law and psychology.  
 Scientific work with intensive supervision by scientific staff in the foreground. It is a special feature of the Munich program that two such in-depth seminars are included in the Bachelor's program.
- Sep 1973 - Jul 1977 **Baccalaureate**  
[The Kolleg St. Blasien is a state-recognised private Gymnasium and Catholic school., St. Blasien](#)  
 Kolleg is a private Catholic grammar school (Gymnasium) with separate boarding facilities for boys and girls.  
 The school is located in the Southern Black Forest, near to both the Swiss and French borders  
  
 The school, which has been located in St Blasien for nearly 75 years, is rooted in a 400 year old tradition of Jesuit education. Traditional educational standards are mixed with innovation and development to create a creative and modern learning environment.  
 International  
 The twenty different nations represented among the pupils at Kolleg St. Blasien lend a distinctively international flair to the traditional European education. Moreover, Kolleg maintains close contacts and exchange opportunities with other Jesuit schools within Europe and in the larger world.



## WORK EXPERIENCE

Jan 2012 - Present

### **Managing Director & Consult**

Peptide Bioregulator Europe AB & Novogenia GmbH & Co KG / Salzburg Austria, Gothenburg / Salzburg

Peptide Bioregulator Europe AB Gothenburg  
Managing Director Mar 2016 - Present

Aug 2009 - Dec 2011

### **General Manager & Consult**

Celeron GmbH & Co KG Emsdetten / Germany Projector Shop 24 Gothenburg / Sweden, Emsdetten / Germany & Gothenburg / Sweden

General manager Start Date - Finish Date

Feb 1995 - Jul 2008

### **Director of Manufacturing & Supply Chain Management depth regional analyses**

Migros Genossenschaftsbund, Zurich

Leading global efforts on infrastructure and how gaps can be bridged, solving affordable housing challenges, reinventing the construction industry, driving productivity, and viewing the world through an investment and balance sheet lens.

Guiding clients through the design and implementation of operational strategies that will stand the test of time, while creating agility and a product portfolio that is commercially and operationally optimized. An interdisciplinary approach—drawing insights from commercial, marketing, IT and digital, and product design—helping clients to unlock next-level productivity gains.

Oct 1984 - Dec 1994

### **Generalist**

MCKINSEY SWITZERLAND, Zurich

Consumer Practice—which includes Retail, Consumer Goods, and Luxury. Leading work in Retail Organization in Europe, the Middle East, and Africa. Several leading consumer goods players in the food, beverages, personal and household care, global players in luxury and fashion, as well as a number of major national and international retailers, particularly on fresh products. Project experience includes work in both developed markets including Switzerland, Germany, UK, and the US, and the emerging markets of India, China, Thailand, and South Africa.

Special interest in the design and transformation of marketing and sales organizations. For one client, a leading sportswear company, he led the definition, design, and implementation of an integrated operating model for sales and marketing. In another project, helped a fast-growing household and personal care company to define and establish a functional organisation to improve the speed, quality, and consistency of its execution in the market. Other recent projects include advising a Swiss consumer goods company on financial planning and target setting, supporting a hypermarket chain in its purchasing and supply management, and helping a South African grocery business with its growth strategy.

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## ACHIVEMENTS

 I have a wide experience in leading roles in a variety of different businesses.

Starting my career as a McKinsey Consultant gave me the base, I needed to understand the complexity of business development.

I have, during my long working life, collected a lot of experiences that I know are useful to have, to be able to be a successful business leader.

I'm as a leader, a person that places the person in the center. I believe a successful leader must have a great team around him.

A part of my job is always to make sure how I can help the staff to feel well, secure in their decisions, and safe to speak out.

If the staff is happy with the job and their private situation, then they will be doing an amazing job.

As a CEO you need to be focused on delivering a good result that gives good value to the shareowners. I know that I'm really good at doing just that.