

“The art of selling has changed dramatically. Today’s sales professionals must be equipped with financially focused customer knowledge and the ability to demonstrate value that mirrors customer objectives.”



## REINHARD W. BOCKSTETTE

With a penchant for innovative business solutions in a global environment, Reinhard W. Bockstette has demonstrated leadership in diverse industries, from consumer goods to financial information services.

Serving in various senior-level capacities with R.J. Reynolds Tobacco, Mr. Bockstette was involved in marketing operations in Europe, Latin America and the Far East before being named Vice President and General Manager for R.J. Reynolds’ Swiss and Austrian operations.

Later, he was Chairman, President and CEO of Swedish Match Consumer Products, where he had oversight for five manufacturing sites in the North American market. During his tenure, U.S. revenues grew over 50% to USD \$240 million at the same time Canadian market share reached nearly 75% due to both internal growth and acquisitions.

Moving to Dun & Bradstreet Europe as CEO of its operations in Germany, Mr. Bockstette engineered a difficult turnaround. That resulted in his promotion to Executive Vice President responsible for business information, receivables management and database marketing for Germany, Switzerland and Austria – leading D&B Europe in top and bottom line growth for three consecutive years.

As CEO of Rotterdam-based Royal Nedlloyd for Germany, Mr. Bockstette managed a turn-around that gave him overall management responsibility for Central and Eastern Europe as well as a range of pan-European products and services. As a member of the Corporate

Executive Management Board of Royal Nedlloyd, Mr. Bockstette had responsibility for revenues of USD \$1.4 billion and over 5,000 employees operating in nine countries.

After Royal Nedlloyd was acquired, Mr. Bockstette moved to yet another complex turn-around assignment as CEO/Germany for ABX Logistics International, an arm of Belgian Railways.

### INDUSTRY EXPERTISE

Financial Services, Consumer Goods, Global Logistics

### CORPORATE BACKGROUND

Executive Vice-President, Dun & Bradstreet Europe; CEO/Germany, ABX Logistics International; CEO/Germany, Royal Nedlloyd; President and CEO, Swedish Match Consumer Products North America; VP and General Manager/Switzerland and Austria, R.J. Reynolds Tobacco International

### EDUCATION

MA/Political Science, Free University of Berlin; MA/History, New York University; BA/History and Economics, Franklin College of Indiana

### LANGUAGES

English, German

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