



PROFILE

JULIAN VAN DER LINDEN

EXECUTIVE SUMMARY

Julian gained his experience as consultant for family-owned and operated firms based within German-speaking Europe for more than 10 years. He is a trusted advisor for owner families as well as top management executives in strategy design and implementation, through process support, moderation and facilitation and project management to leverage the full performance potential of his clients.

AREAS OF SPECIALTY

Strategy development

Julian has a proven track record in executing complex strategic challenges, making him one of the specialists for strategy development and implementation:

- Development of strategic target systems for business units in Germany, China and USA according to OKR framework (on-site and remote) for a globally operating multi-business firm in automotive and railway technology (B2B, 800 employees; turnover > 80 million €; project budget 250-300 T€; team size: 4 consultants + external consultants; role: project manager).
- For the German market leader in garden centres, plants, supplies and live animals (B2C, >1,000 employees; turnover > 800 million €; project budget 150-200 T€; team size: 3 consultants; role: project manager):
 - Analysis of strategic gaps and "change needs" with management board
 - Development of integrated masterplan (simulation of the P&L 2025 on the basis of the value drivers in the business model)
 - Conceptual design of the strategic concept and developing individual functional strategies – e.g. Cross-Channel, Category Management, Sales, Marketing, HR

Implementation and Project Management Office (PMO)

His strategy development projects are characterized not only by a strong focus on growth and profitability but also by a high degree of implementation strength and the proximity to the day-to-day business. This leads to being booked by most of his clients for implementation and PMO-tasks like:

- Implementation support through monthly steering committees (including preparation)
- Moderation and preparation of annual strategy meetings
- Project management and controlling of strategic initiatives

CLIENTS

During his career, Julian has supported clients of different sizes, ranging from internationally operating corporations to small and medium-sized companies. Julian has worked in B2B as well as B2C markets, and in various industries including manufacturing (automotive and large rolling stock - as well as OEMs as Tier 1), medical equipment, breweries and sports apparel.

QUALIFICATIONS

- Scrum Master (2020)
- Certificate Course "From Innovation Management to Process Optimization" of Steinbeis University Berlin and ASA - German Aerospace Academy (2017)
- Seminars: Strategic Competence, Systems Training Leadership (Weissman Institute), Design Thinking (Dark Horse), Project Management Office (Progenium), Change Management (Anna Beinlich Organisationsberatung)
- Master in Business Administration and Industrial Engineering (2010)
- Native language is German, fluent in English
- Years of consulting experience: 10+



STRATEGIC LEADERSHIP

CONTACT

julian.vanderlinden@strategicleaders.com | +49 162 3152694 |

