

Experience

- 2025
2022

PRINCIPAL | Roland Berger

Frankfurt, Germany (2022-2023) | Toronto, Canada (2023-2025)

Member of the automotive management team, driving strategic initiatives across North American, European and Asian markets for Fortune 500 clients and private equity players

 - Member of international automotive practice and North American leadership team
 - Lead strategic initiatives delivering growth and transformation programs
 - Developed new business relationships, securing multi-million-dollar engagements
 - Managed research programs
- 2022
2019

ADJUNCT UNIVERSITY LECTURER | German universities

Concurrent with Director Role at HPP

 - International Economics
 - International Economic Policy
 - International and Cross-Cultural Management
 - Value and Results-Oriented Leadership
- 2022
2012

DIRECTOR | HPP Strategy and Marketing Consulting

Frankfurt, Germany

 - Senior leader in transformation, market, and innovation strategy programs for automotive OEMs and industrial clients
 - Drove business growth and long-term account development
 - Led teams, budgets and personnel development initiatives
- 2012
2005

CONSULTANT (various roles) | HPP Strategy and Marketing Consulting

Frankfurt, Germany

 - Managed client programs, consultant teams, mentored junior consultants
 - Designed strategic initiatives for premium automotive manufacturers
 - Delivered workstreams for transformation and market growth projects
 - Executed international market research projects



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Executive Summary

International strategy executive with 20 years of experience advising senior decision-makers and leading strategy and transformation engagements across Europe, the Middle East and North America. Deep expertise in automotive and industrial sectors, international strategy, market transformation and organizational change.

Brings together senior industry experience and academia through university teaching and doctoral research in international economics. Experienced in translating complex economic, geopolitical and business developments into strategic implications for executives and students.



Education

Present	PHD IN ECONOMICS University of Malta Research focus: International trade and how exporter credibility shapes trade patterns under geopolitical uncertainty
2005 2003	MASTER OF BUSINESS ADMINISTRATION (MBA) – EUROPEAN MANAGEMENT Joint Degree Program, London South Bank University, London, UK and Berlin School of Economics, Berlin, Germany - Master Thesis: "Market-oriented pricing strategy for Shanghai Volkswagen genuine parts with the objective of profit maximization" - Included 5-month applied project with Shanghai Volkswagen in China - Cross-cultural research and practical application in emerging markets
2002 1997	UNIVERSITY DIPLOMA IN INTERNATIONAL ECONOMICS State University of Management, Moscow, Russian Federation - Degree with Distinction - Specialization: International economic collaboration

Recent keynote speaking and industry leadership

- Heavy Duty Aftermarket Dialogue 2025 | Grapevine
Audience: ~400 automotive executives
Topic: "The evolution of the global supplier landscape and the impact of tariffs on competitive positioning"
- North American Automotive Sales Council Meeting | Clearwater
Audience: ~40 senior sales executives
Topic: "Trends in the global aftermarket and AI use cases as competitive enablers"
- Women in Automotive Summit | Detroit
Panel Discussion
Audience: over 500 on-site participants, over 200 online attendees, 14+ countries represented
Topic: "The Importance of Partnerships and Collaboration to Drive Industry Innovation"

Languages

- English: Full professional proficiency
- German: Native or bilingual proficiency
- Russian: Native or bilingual proficiency
- French: B2-level proficiency