

CURRICULUM VITAE

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Dr. Stefan Ried



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German Citizen, Born on the 7th of August 1966

Work Experience

Since 1/2015 CTO, Unify

Global Head of Technology Strategy and CTO of Unify. Helping Unify to drive and leverage the latest technology trends in cloud, Platform as a Service (PaaS), and the Internet of Things. One major personal milestone was the dramatic change of the architecture and business model of the collaboration cloud service Circuit.com.

Unify, the former Siemens Enterprise Communications, has been acquired by ATOS in January 2016 and is now with 4000 employees and about one billion Euro revenue part of the 100.000 employee ATOS group. Since 2016 also member of the ATOS Scientific Community, the research and innovation think tank of the ATOS group.

1/2014 – 12/2014 VP, Forrester Research

Vice President at Forrester Research with a global responsibility for CIO focused research about software platforms and integration. This includes cloud platforms (PaaS) and emerging business models such as cloud broker services, marketplaces, and traditional middleware. Global lead analyst for integration products and cloud based integration services. Additionally, covering the Internet-of-Things strategy and business models. Forrester's VP role also includes extensive co-authoring and content editing of other analysts' reports.

1/2008 – 12/2014 Principal Analyst, Forrester Research

Principal Analyst responsible for the software platform research. Main focus is cloud computing platforms, as well as traditional middleware and enterprise architecture. More than 60 Forrester reports, further blogs, webinars and commissioned research for Forrester clients have been published. This includes some of the globally most read Forrester reports such as the industry's first 10-year cloud computing market sizing. Beyond publishing, on-site strategy consulting and advisory (inquiry) calls have been part of the responsibility.

6/2005 – 1/2008 VP, SOFTWARE AG

Responsible for product management and product strategy of Software AG's middleware portfolio, now webMethods. Major re-positioning of the company from the mainframe heritage towards a modern and leading middleware vendor. Integration of WebMethods are the first large acquisition of Software AG.

7/2004 – 1/2005 SVP, SAP AG

Responsible for the Product Management of the full NetWeaver technology stack. NetWeaver has been the brand for SAP's technology platform underneath of SAP's core ERP products. The responsibility includes conceptual work as well as people management of the global product management teams (240 employees). Driving change management processes with global teams. Leading the product definition, roll-out and documentation deliverables as well as direct evangelism to key customers.

3/2002 – 6/2004 Director System Architecture, Deutsche Post ITSolutions GmbH

Managing the system architecture division of the company with projects across DHL and Deutsche Post. The system architecture team was a group of the 25 most skilled consultants, which provided also governance, knowledge transfer and re-usability of logistics-IT solutions to the portfolio of the company. The Deutsche Post ITSolutions GmbH was a spin-off out of Deutsche Post AG and was founded in November 2001. It included 1300 employees, achieved € 244mio profitable revenue in 2002 and is now again part of DHL IT Organization.

11/2001 – 6/2004 Head of Portfoliomanagement, Deutsche Post ITSolutions GmbH

Leading an internal consulting group of 5 people and providing strategic services to the management board such as Portfolio Management, Partner Management and Innovation Management.

7/2001 – 10/2001 Freelancer, Market Strategy.

Independent strategy consultant; working for Deutsche Telekom and other tech firms in Germany.

1/2001 – 7/2001 CTO, Softlution AG

Responsible for the overall product delivery of the company including the product marketing team as well various development locations in Germany, UK and India. Responsible for the company positioning and strategy in cooperation with two other executives and the marketing team. Softlution has been an eCRM start-up in the years 1998 to 2001.

11/1997 – 12/2000 INTERSHOP AG

Intershop has been a biggest European HQ'ed e-Commerce vendor, growing from 30 employees in 1997 up to 1300 employees and more than 10 billion market cap end of 2000. While Intershop itself never fully recovered from the dot.com crash, it's cloud spin-off, DemandWare, achieved again a multi-billion market cap and has been acquired by Salesforce.com.

1999-2000 Director Technology Marketing, Intershop AG

Globally responsible for analyzing and evangelizing the impact of new technology on upcoming business models. Internally moderating between engineering and marketing. Public presentations for analysts and key customers. Creation of sales tools and online demo facilities. Preparation of the market introduction of INTERSHOP's first large enterprise eCommerce platform with selected early adopters.

1998-1999 Product Management, Intershop AG

Responsible for the global product management of INTERSHOP's first high-end product line "INTERSHOP Enterprise", dedicated to large customers and the BIG 5 system integrators. Building the technology partnership between INTERSHOP and SAP.

1997-1998 Consulting and Sales Engineering, Intershop AG

Responsible for building a pre-sales engineering group at INTERSHOP Communication Europe. Focused on technical consulting before the major license sales, including configuration and customization issues. Special target at large enterprises and the use of INTERSHOP technology in conjunction with ERP systems. Customers like BOSCH, Hewlett Packard, Otto-Group.

1994-1997 Software Development, Eurotax Holding AG

Lead Development of an early CRM Software for car dealers, installed at about 100 big car dealers including Daimler-Benz, BMW, Volkswagen and Porsche dealers. This was done with the Ried&Partner Consultancy, a company of the Eurotax Holding AG.

1994-1997 Scientific Research, Max Planck Institute, Germany

Worked at the Max Planck Institute for Polymer Science with super computers (Cray) and parallel computers on pattern forming and chaos phenomena in liquid crystals and received a promotion to Dr. rer. nat. by the University of Essen at the magna cum laude grade in October 1997.

Language Skills

German: native
English: fluent speaking, reading and writing, extensive public speaking and business negotiation, extensive publishing of Forrester reports.

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Technical Skills

Personal experience in the following technologies, partly extensive, partly basic:

Agile Development:	Scrum (experience as PO, personally not as Scrum Master)
Native Cloud Architecture:	OpenStack, Cassandra, NGINX, RDIS, Elastic Search
IoT:	Hands-on experience with Arduino, Raspberry and others
Coding Experience:	Java, Node.js, J2EE, C#, C++, Objective C, Pascal, Fortran, Cobol, PHP
ERP/ERM:	SAP R/3 SD, FI, basic skills on a couple of other ERPs
Middleware:	All leading platforms, this was my key area at Forrester Research
IaaS, PaaS:	AWS, Force.com, Google, Twilio, Circuit.com

Management Skills

Current	Corporate responsibility for technology decisions and roadmaps, budget processes
2004-2005	Leading 240 employees of the product management at SAP or about 50 people at Softlution. Driving change management processes.
2002-2004	Responsible for a profit center of the Deutsche Post ITSolutions GmbH, approx. € 4mio revenue with 25 employees.
2001	Foundation of an Aktien Gesellschaft (Inc.) including the preparation of an IPO. Recruiting of employees, creation of the relationship to offshore development subsidiaries.

Marketing Skills

Current	Cloud Marketing, pricing and packaging of Circuit.com
2008-2014	As a Forrester Analyst, I've been involved in the marketing messaging of many technology vendors. See this brief overview: www.stefan-ried.de/2014/11/27/leaving-forrester/
2004-2005	Contribution to SAP's platform strategy, Content creation for SAP's Teched show and communication to key customers and global user groups.
2002-2004	Portfolio Management for the Deutsche Post ITSolutions, as system integrator of 1300 employees acting in various areas. Creation of a portfolio structure by solutions and services. Solution lifecycle management, pricing, content providing for marketing communication. Focus: services marketing.
2001	Product Marketing for the Softlution eCRM Suite. Formulation of value proposition. Preparation of the CeBit 2001 communication. Product lifecycle management. Focus: product marketing.
1997-2000	Various experience in product and corporate marketing of the software vendor INTERSHOP Communication Inc. This includes market validation and risk management of strategic marketing decisions. Technology aspects of competitor surveys and analyst reports. Focus: product marketing and technology evangelism.
Before 1997	Target group based marketing for car industry. Process and software implementation of sales force automation scenarios.

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Education

- 1993-1997** PhD (“magna cum laude”) in physics at the Max Planck Institute of Polymer Science in Mainz, Germany, on the simulation of pattern-forming liquid crystals. Use of super computers like Cray T3E and Dec Alpha Servers. Numerous publications in global physical journals. One officially published book.
- 1987-1993** Study of physics at the universities of Stuttgart and Essen, Germany. Degree of Diploma with “sehr gut” in 1993.
- 1986** Abitur

Military Service

Eight years service in the public disaster relief organization “Technisches Hilfswerk”, Germany, instead of armed forces. Specializes in the areas of radio communication and emergency plan strategy for communities.

Hobbies and other Interests

Motorcycling, Internet Of Things & Electronics, Skiing