

# CURRICULUM VITAE

-

Dr. Stefan Ried



Neue Anlage 8  
D-68526 Ladenburg  
Germany

Phone: +49 (0)6203 924 963  
Mobile: +49 (0) 171 2210417  
email: [mail@stefan-ried.de](mailto:mail@stefan-ried.de)

German Citizen, Born on the 7<sup>th</sup> of August 1966

## Work Experience

**June 2005 – Today** VP Product Management, SOFTWARE AG  
Global responsibility for the Crossvision SOA Suite.

**February 2005 – May 2005** Freelancer  
Market Research on ASP based ERP System for a major System Integrator and Hosting provider.

**July 2004 – January 2005** Product Management NetWeaver, SAP AG  
NetWeaver is SAP's new generation of application and technology platform. The responsibility includes conceptual work as well as people management of the global product management teams. Driving change management processes with global teams. Leading the product definition, roll-out and documentation deliverables as well as direct evangelism to key customers.

**November 2001 – June 2004** Bereichsleiter, Deutsche Post ITSolutions GmbH  
Head of the system architects group of the system integrator company owned by the Deutsche Post World Net. Building up and leading a group of about 20 highly capable software application architects. It provides the following services mainly to customers inside the Deutsche Post World Net: High level software design, accompanying projects of custom implementation and development, IT Consulting on technology decisions, and pre-sales consulting for complex solutions.

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

The Deutsche Post ITSolutions GmbH is a spin-off out of Deutsche Post AG and was founded in January 2002. It has 1300 employees today, achieves € 244mio revenue in 2002 and is profitable.

**July 2001 – October 2001** Freelancer on e-business architecture and e-strategy consulting.  
Projects in the retail industry. See [www.stefan-ried.de](http://www.stefan-ried.de).

**Jan 2001 – July 2001** Chief Technology Officer, Softlution AG  
Responsible for the overall product delivery of the company including the product marketing team as well as development locations in Germany, UK and India. Leading the company positioning and strategy in cooperation with two other executives and the marketing team. Major contribution to the acquisition of venture capital (> €20mio), various contacts to analysts and customers.  
The Softlution AG has been an innovative Software Company in the e-CRM space with more than 100 employees.

**November 1997 – December 2000** INTERSHOP AG

**1999-2000** Director Technology Marketing, Intershop AG  
Globally responsible for analyzing and determining the impact of new technology on upcoming business models. Acting as the communication bridge between Engineering and Marketing. Public and individual presentations for analysts and key customers. Preparation of the market introduction of INTERSHOP infinity with the first "early adopters" including PWC, KPMG, and Unisys end of 1999. Frequently working in San Francisco for a couple of weeks each year.

**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. Creation of 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, Wer Liefert Was.

**1994-1997** Software Development, Eurotax Holding AG  
Lead development of a CRM Software for car dealers, installed at about 100 big car dealers including Daimler-Benz, BMW, Volkswagen and Porsche dealers.

# CURRICULUM VITAE - Dr. Stefan Ried

## (continued)

### Language Skills

German: native  
English: fluent speaking, reading and writing, extensive public speaking and business negotiation experience.  
French: school basics, no experience

### Technical Skills

I do have a good understanding of these methods, tools, platforms, and languages. Actually my management role does not include hands-on experience in software development since three years. However everything below has either been used by myself personally or used by people of my teams.

Programming Skills: Java, J2EE, C#, C++, Objective C, Pascal, Fortran, Cobol, HTML, PHP  
Development Approach: Rational RUP (basics), ARIS (basics)  
Databases: Oracle (basics), MySQL, Sybase (extended)  
Operation Systems: Unix (multiple derivatives, extended experience), XP (good skills), Linux  
ERP/ERM: SAP R/3 SD, B2B and FI (basics), basic skills on a couple of other ERPs  
BPM Platform: Carnot, Intalio, Microsoft Biztalk, Metastorm  
EAI Systems: Tibco, Weblogic Integrator and Tuxedo product overview and comparison

### Management Skills

**2004-2005** Leading employees of the software product development at SAP.  
Driving change management processes.

**2002-2004** Responsible for a profit center of the Deutsche Post ITSolutions GmbH,  
approx. € 4mio revenue with 25 employees. Communication on CIO level.

**2001** Foundation of an Aktien Gesellschaft including the preparation of an IPO.  
Recruiting of employees, creation of the relationship to offshore development subsidiaries.

### Marketing Skills

**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. Focus: implementation of given strategy

# CURRICULUM VITAE - Dr. Stefan Ried

## (continued)

### 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 Hilfwerk”, Germany, instead of armed forces. Specializes in the areas of radio communication and emergency plan strategy for communities.

### Hobbies and other Interests

Motorcycling, skiing, badminton.