

DIRK BOLZ

INTERNATIONAL MARKETING & SALES LEADER

ABOUT ME

Date of birth: 20.09.1962

Nationality: German

Marital status: married

Children: Mila, Emma, Melina

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Dechant-Blum-Strasse 1,
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BRIEF PROFILE

Current Job Title
Owner of b:squared marketing & sales

Personal Positioning
Experienced B2B marketing and sales professional who drives customer-focused strategies and ensures their sustainable impact in international markets.

EXPERIENCE

Owner of b:squared marketing & sales
04/2025 - current

- International marketing and sales consulting
- Currently Managing Director of Ingenious e-Brain Europe

Director Global Marketing & Channel Mgmt.
07/2024 – 03/2025
GKN Hydrogen GmbH – Metal Hydride Hydrogen Storage

- Key Account Management Sales Partner EU /JP/AUS
- Development of € 10 million partner sales pipeline
- Launch of the world's first building-integrated H2 storage

Director Marketing & Sales EMEA, Australia and Japan
01/2023 – 06/2024
GKN Hydrogen GmbH - Metal Hydride Hydrogen Storage

- Head of sales and marketing / process design
- Development of € 20 million project business sales pipeline
- BD for the world's first building-integrated H2 storage

Director Global Marketing
04/2022 – 12/2022
GKN Hydrogen GmbH - Metal Hydride Hydrogen Storage

- Marketing management - budget and organization
- Raising brand awareness in global target markets
- Positioning the company as a technology leader

Head of Marketing
09/2021 – 04/2022
CADdent GmbH – B2B Dental Services

- Performance marketing for dental services / € 15 million
- Business development / development of Italian business
- Development of new dental online brand MINDFAB

Director Global Marketing
04/2016 – 07/2021
HIMA Group – Functional Safety

- Division Mgmt. - building a global marketing organization
- Digitalization of marketing processes MQL / SQL
- Development and implementation of corporate PR

Head of New Business Management
10/2014 – 03/2016
AMT Agentur für Markenträume – Brand Consulting

- Growth of client mix / performing of pitch presentations
- Customer win: Daimler Benz with € 1.5 million in agency fee
- Development of operator model for temporary retail events

CHARACTERISTICS

Results-driven leader

Strategic shaper and decision-maker

Strong customer and service orientation

Excellent intercultural competence

Skilled in communicating technical products and services

Confident presence in executive presentations

Agile and adaptive mindset

Experienced change manager

Empowering coach and facilitator

SKILLS

Languages
German: native
English: business fluent

Tools
Productivity: MS-Office
ERP: IFS, SAP, INFOR LN
CRM: SAP; HubSpot
Agile: Trello, Miro, Conceptboard
AI: Claude, ChatGPT, n8n

PERSONAL INTERESTS

Family

Travelling

Gardening

Cooking

Director Marketing Communications
08/2008 – 09/2014
Eaton Electrical Sector EMEA – Electrical Automation

- Division management - positioning € 2 billion business
- Marketing integration Eaton - Moeller acquisition
- Brand integration "Moeller becomes Eaton"

Head of Corporate Communications
12/2001 – 07/2008
Moeller Holding – Electrical Automation

- Global central function with a total of 52 employees
- Crisis and turnaround communication
- Member of the Moeller Group management team

Head of Fairs & Events / Marketing Services/Technician
02/1991 – 11/2001
Moeller GmbH

- VP / Authorized signatory of Moeller Communications
- Opening of new sales offices in Asia and South America
- PM for leading intern. trade fairs / ROI implementation

EDUCATION

Electrical engineering studies
University of Applied Sciences Cologne 1985 – 1990

Advanced technical college certificate
Fachoberschule Hennef / Rhein-Sieg 1983 – 1984

Apprenticeship
Power systems electronics technician 1979 – 1983
Lemmerz Werke now Maxion Wheels

FURTHER TRAINING

Systemic Agiler Master & Coach
INeKO Institute of Cologne University 2021

Experienced and Basic Agile Master
INeKO Institute of Cologne University 2020

Executive Development Program
Eaton University, Cleveland, USA 2012

Organizational Change Manager
Eaton University, Morges, CH 2009

Leadership Education I and II
Moeller Kolleg, Bonn, DE 1986 / 2000