



## Joern Bruecker

Transformation Consultant,  
Interim Manager &  
Business Coach



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Senior Leader with a reputation as a trusted strategic enabler, excelling in planning, driving change, and swiftly delivering results through experience, expertise, and empathy.

### Areas of Expertise

- Strategic Planning and Vision
- Innovation Methodologies
- Digital Transformation
- Project & Program Management
- Business Model Innovation
- Operational Excellence
- Transformational Leadership
- Stakeholder Management
- Change Management
- Problem Solving Skills
- Cultural Transformation
- Business Coaching

Driving innovation, and change, cultivate transformational leadership, fostering operational excellence, while elevating business coaching and talent development.

Experienced Senior Manager with over 25 years of expertise in leading global innovations and business transformations within major international corporations.

Fluent in German and English, I offer a deep expert background with extensive leadership in projects across more than 30 countries. My approach drives solutions and process enhancements that deliver substantial business growth and value.

### Career Nugget

Transformation and Innovation Partner, Change Catalyst, Strategic Leader, and Executive Advisor (2024 – Present)

Spearheading strategic transformations and fostering innovation across industries by leading change management and digital transformation initiatives.

Driving operational excellence and business agility through tailored coaching and advanced methodologies, aligning with key business objectives and enhancing stakeholder value.

Professional and Personal Growth Break (2022 - 2023)

Deepened personal well-being and redefined leadership vision while contributing to innovation and entrepreneurship programs.

Advanced my expertise in Innovation Leadership through an MBA, applied academic insights in real-world scenarios, and mentored startups.

Global Product Group Manager, Innovation Methodology, Nestlé (2018 – 2022)

Orchestrated digital and operational transformation strategies utilizing agile methodologies, enhancing efficiency and collaborative innovation across international markets.

Initiated and led the Innovation Academy, significantly upskilling over 7000 employees in innovative practices and established an in-house consulting pool .

Developed and managed technology roadmaps in coordination with project management and business development teams.

Global Head of Enterprise Innovation Design and UX, Nestlé (2014 – 2018)

Led the development of technological frameworks and UX/UI research, enhancing user engagement and satisfaction by 27% and interface adoption by 70%.

Established six innovation labs, propelling productivity and cultural transformation.

Acted as the primary internal contact for all inquiries and activities related to human-centered technology and research & development within the organization.

Senior Portfolio Management Lead & SAP-ERP Architect, Nestlé (2010 – 2013)

Established the PMO department and led business system analysis, SAP architecture improvements, and continuous improvement initiatives, improving IT architecture performance by 80%

IT Project and Program Manager in Various Strategic Roles, (1999 – 2010)

Standardized PPM, PMP, and ITIL across regional and local organizations, enhancing portfolio governance, risk and resource management.

Led a variety of strategic IT and business solution projects in Frankfurt, Germany, and Switzerland

Global Chapter Chair, DatB Association (2012 – Present)

Established a global innovation network with over 150 thought leaders from 25 countries, co-designing and building innovation and transformation tools.

## Professional Qualifications

- MBA Innovation Leadership, Change & Consulting, closing capstone  
York St John University
- Certified Leadership Facilitator, Kommunikationslotsen, Germany
- Business Model BMC & Value Proposition Canvas  
VPC Business Coach, Strategyzer Academy,
- Design Thinking Master Coach, Hasso Plattner Institute, Potsdam
- Design Thinking Coach, Design & Co-Innovation Center SAP
- Lean six-sigma lead Nestlé Continuous Improvement Program
- Establishing and Managing Project Management Office, PMI Project Management Institute
- Elektrotechnik Telekommunikation, Gerhard-Mercator-Fachschule, Germany

## Affiliations

- Program Manager of the Impaktweek Innovation international education Programs like in Rwanda and Ghana
- Founder and Board Member, I-Deals "Innovation and Design as Leadership" research program at the Politecnico School of Management Milano
- Board Member, Forrester Leadership board for strategy and innovation.
- Mentor and Project Sponsor at the Sugar Network which connects universities worldwide to globally enable responsible digital innovation through human centricity and integrity.

## Core Competencies: Expertise in Action

**Strategic Leadership and Realignment:** I've mastered the art of crafting and refining actionable strategies that not only unlock growth but also secure a decisive competitive edge through insights and innovative approaches.

**Change Management:** My expertise in deploying proven methods has overcome resistance and facilitated the smooth rollout of crucial initiatives, securing organizational buy-in and enduring success.

**Innovation and Digital Transformation:** I have delivered customized, cutting-edge solutions that meet evolving market demands and seamlessly integrated new technologies, maintaining a competitive edge in a rapidly evolving landscape.

**Operational Efficiency:** Through strategic streamlining and the introduction of efficiencies, I have significantly enhanced performance and reduced costs, fundamentally transforming core operations.

**Project and Program Management:** My strategic oversight ensures that projects and programs are delivered on time, within budget, and are perfectly aligned with strategic objectives, through meticulous management.

**Cultural and Stakeholder Transformation:** I have successfully aligned organizational culture with strategic goals and managed stakeholder expectations to support business objectives and smooth transitions.

**Leadership and Business Coaching:** My approach enhances decision-making capabilities and leadership skills, aligning teams with broader business challenges through targeted coaching and development programs.

## Approach and Methodology

**Vision and Strategic Execution:** I provide expert, hands-on guidance to define and align organizational business goals with strategic initiatives, driving growth and comprehensive transformation.

**Fostering Innovation Competence and Culture:** I support the creation of environments that promote experimentation, human centered design, risk-taking, and collaboration, essential for sustained innovation.

**Empowering Coaching and Development:** Through personalized coaching and leadership development, I empower individuals and teams to embrace continuous improvement and achieve peak performance.

## Unique Selling Proposition (USP): From Concept to Execution

My unique blend of robust expertise and dynamic leadership allows me to transform theoretical concepts into practical, impactful business solutions on a global scale. This ability to bridge the gap between innovation and strategic business execution defines my professional signature.

## Personal Attributes: Passionate Innovator and Diplomatique Rebel

Driven by a passion for innovation and a commitment to sustainable change. My dedication to continuous improvement is reflected in both his professional achievements and personal pursuits, which include exploration, sports, and nature-based activities. Known as a diplomatic rebel, I embrace the unexpected and consistently strive for excellence.