

# STEFFEN R. BAMBERG

**Address:**  
Dubai Wharf, Tower 3, Al Jadaf,  
Dubai, United Arab Emirates  
**Phone:**  
+971 50 369 7550  
**Email:**  
bamberg@outlook.com

## Summary

---

A versatile & multi-faceted professional with rich Business Management Experience as well as Expert Knowledge in Marketing Management and Specialist in Operations.

Excellence in championing values, vision, augmenting growth, market share of the organization, and overcoming challenges with hands-on experience in instituting systems to enhance productivity & reduce cost.

An entrepreneurial mind with a passion to build world class organization, customer-centric multi-skilled Leader, offering 20+ years of rich experience in the areas of Process Improvement, Key Account Management, Strategic Planning, Definition & Achievement of Objectives, Marketing including Corporate Events and Trade Shows ... with focus on generating profitability & expanding revenue.

## Experience

---

Experienced in top management capacities in Europe and Middle East; being a core member of Senior Leadership/Decision-making team; establishing & executing high-level strategies, making high-stakes decisions, striving towards securing new projects and promoting stakeholder communications to combat mission-critical business challenges.

Strategic Professional, with track record of elevating the performance of company's brands – successful career chronicle in setup and turning around businesses as well as enhancing value of operating business units through process improvements focused on best practice identification and implementation, including valuable increase in profit margins from -2% to 36% through implementation of initiatives.

Key People Leader, who has successfully led, managed, and motivated cross-functional, international teams towards growth and success in the organization using interactive & motivational leadership that spurs people to willingly give 100% efforts.

### Senior Director Projects – from 03/2023

**Comeando**, Al Khobar & Riyadh

*Comeando is one of Saudi Arabia's most prominent event management companies with world-renowned clients in both the public and private commercial sectors.*

- Consolidation and strategic development of customer relations in the eastern region
- Creation of resources and establishing processes for business expansion
- Responsibility for acquisition and implementation of customer projects
- Increasing internal cooperation and achieving synergy effects

### Project Director – 11/2022 to 02/2023

**Alamiya Media & Advertising**, Riyadh

*Saudia Arabia's broadcasting powerhouse stepped up developing and operating a 145,000 sqm temporary theme park during Riyadh Season.*

- Overall project responsibility with active stakeholder management
- Established, implemented and operated efficient project structure of employees and processes
- Budget authority with negotiation power and P&L responsibility
- Supervised and controlled the overall project to meet schedule and quality requirements
- Created framework conditions to ensure legally compliant set-up, dismantling and operation
- Appointed as strategic leader of decision-making processes and main point of escalation management

## **Chief Operations Officer – 06/2021 to 05/2022**

### **Arab Expo, Dubai**

*Two of the largest construction companies of Greece, joint their forces and created Arab Expo, that is now a production-oriented stand building company striving forward to grow.*

- Secured customer projects (country pavilions, conference areas, event builds, Expo 2020 fit outs, ...) under the difficult (personnel) conditions of the pandemic
- Assumed responsibility by supporting the team also on-site to achieve daily goals
- Ensured overarching P&L responsibilities through regular review and approval of project budgets
- Actively shaped and improved customer relationships and enhanced reputation of the company
- Strengthened relationship with existing suppliers and established new ones
- Advised owners on corporate positioning and strategy for the future
- Increased the number of employees to appr. 200% in a short time (from 45 to 110)
- Developed structure to enter new markets outside of trade shows and the region of operations
- Simplified processes and created new ones, also using new and holistic software solutions
- Introduced new (project) management system
- Changed/developed procedures to prepare the company for targeted growth
- Initiated and subsequently strengthened focus on health and safety including teams communication

## **Global Head of Trade Shows, Events, and Design Services – 10/2018 to 06/2021**

### **Voith Group, Heidenheim**

*The Voith Group is a global technology company. Voith sets standards in the markets of energy, paper, raw materials, and transports. Founded in 1867, the company today has more than 20,000 employees and locations in over 60 countries worldwide and is one of the larger family-owned companies in Europe.*

- Guided team of 11 Project Managers, Industrial Employees, and Designers/Graphic Designers with hiring, mentoring, and motivating to streamline global operations, strengthened global marketing strategy to support brand plan & building brand awareness as well as increasing efficiency & productivity
- Created business growth in terms of value, margins, and volume by launching new ideas, concepts, corporate design as well as preparing new specifications including design, processes to improve company's presence at trade fair and events
- Performed active leadership to secure 50+ intern. trade fair projects (p.a.) and central corporate events
- Established and improved uniform appearance at all fairs and events to strengthen the VOITH brand
- Attained 65% reduction in error rate through process definition, optimization, and awareness
- Increased 40% in productivity through process analysis and error elimination
- Reduced headcounts by 1/2 and developed operational excellence by introducing & executing 12 process improvement initiatives; generated 40% of savings by decreasing external orders/expenses via internal service transfer

## **Group Head of Fairs & Events – 12/2013 to 09/2018**

### **Knorr-Bremse Group, Munich**

*The Knorr-Bremse Group, based in Munich, is the world's leading manufacturer of braking systems and a leading supplier of safety-critical sub-systems for rail and commercial vehicles. With a company history of more than 110 years, the company has more than 30,000 employees, over 100 locations in 30 countries.*

- Led team of 15 Project Managers & Industrial Employees to achieve business vision
- Streamlined business operations by implementing ERP software & digital signage system
- Administered project budgets worth €4 M within defined policies and procedures
- Took over personally the project management of strategically extraordinarily important projects
- Mediated amongst stakeholders to convey the overall picture of the company
- Designed strategic vision, recommended change, shaped new ideas & took performance to next level
- Optimized employee structure and consolidated headcount at 50%
- Assured 60+ national / international trade fair projects and corporate events
- Improved internal service provision by 155% through corrective actions

**Key Accounts Manager** – 06/2013 to 12/2013 (short-term freelance consulting)

**Gahrens + Battermann**, Munich

*Gahrens + Battermann is active as a service provider for high-quality event technology throughout Germany and Europe. Classical sales and rental services as well as self-developed products are offered through 9 branches.*

- Developed, implemented, and rolled out sales strategy & new processes to get direct & faster access to customers to increase revenues together with setting benchmarks – Boosted client base by 20%
- Actively advised and served clients in the trade show industry and sold company services
- Augmented revenue of the unit by €1.2 M
- Initiated prospect database to generate leads & exceed sales targets for the business by 15%

**Shareholder** – from 12/2013

**CANALE GRANDE**, Munich

*CANALE GRANDE operates as a production company with a strong focus on interactive technologies/projects.*

- Performs activities of ownership and monitoring functions

**Managing Partner** – 06/2006 to 12/2013

**CANALE GRANDE**, Munich

*CANALE GRANDE was a self-founded creative agency and production powerhouse for events of all kinds as well as a sales channel for interactive technologies*

- Delivered strategic leadership across setting up company from scratch and worked towards expanding customer base; started and executed change of ownership structure to stabilize the company
- Established a personnel structure of up to 30 permanent and freelance employees to be able to react flexibly to different project needs
- Verbalized organizational goals, budgets & developed business plans for achievement of set goals
- Directly produced 30+ projects operations in fields of trade fairs, events, roadshows, broadcasting studios & shows for customers
- Designed and executed sales strategy and suppliers for interactive technologies
- Drove end-to-end company operations with annual turnover > €5 M and overarching P&L responsibility

**Technical Director ICM** – 06/2008 to 03/2009

**Messe München**, Munich

*The ICM is the international congress center of Messe München. In addition to various rooms for event and trade fair use, numerous services are also offered for the success of medium and large events.*

- Ensured technical operation and project management with team of 12 direct reporting employees and structure of additional freelancers as well as service providing companies
- Performed legally provided responsibility for the operation of the building and the events held
- Fulfilled responsibility for budget (P&L) and investment planning
- Controlled and assured quality of external service providers
- Tendered the event technology contract and ensured its new awarding

**Technical Director MOC** – 10/2003 to 05/2008

**Messe München**, Munich

*The MOC is the small exhibition center of Messe München. In addition to many guest events, it serves primarily as an incubator for Messe München's own developments.*

- Managed not homogeneous technical department with 12 employees
- Ensured technical operation and project management including overall budget responsibility
- Planned and executed investments for maintenance and increase of services
- Controlled and assured quality of external service providers; reviewed and simplified various processes
- Implemented digital signage system (hard- and software) and ERP & project management software

## **Technical Project Manager and Stage Manager ICM – 07/1999 to 09/2003**

**Messe München**, Munich

*The ICM is the international congress center of Messe München. In addition to various rooms for event and trade fair use, numerous services are also offered for the success of medium and large events.*

- Planned all aspects of events technically (stage, light, sound, projection, exhibition, infrastructure, ...)
- Communicated and coordinated with customers, suppliers, corporate stakeholders to ensure success of projects
- Acted as stage technical director in accordance with German legislation
- Organized full variety of events holistically (trade fairs, general meetings, congresses, events)
- Directed opening events of trade shows
- Instructed stage managers as well as the external technical staff and organized daily stage operations
- Planned and executed maintenance and replacement investments for stage equipment

## **Skill Highlights**

---

- Emotional empathy
- Patience and active listening
- Decision making competence
- Cultural competence
- High business ethics
- Self-motivated
- Creative problem solving
- Presenting and communication skills
- Strong commitment to collaboration
- Innovative thinking
- Conceptual strength
- Extensive software knowledge

## **Education**

---

Graduated Engineer: **Theatre and Events Technology (Mechanical Engineering)**, 1999  
**Berlin University of Applied Sciences**, Berlin

**High school degree**, 1993  
**Hansa-Gymnasium**, Stralsund

Advanced Trainings  
**Leading People, Project Management**

State Certificate of Competency  
**Stage Lighting & Stage Master**

## **Languages**

---

**German** – native  
**English** – business fluent

## **Personal Details**

---

Date of birth	May 17 <sup>th</sup> 1975
Place of birth	Stralsund, Germany
Nationality	German
Domicile	Dubai, United Arab Emirates
Martial status	married, 2 children (2002, 2006)
<a href="http://www.linkedin.com/in/steffenbamberg">www.linkedin.com/in/steffenbamberg</a>	