






Hélène BAETZNER

Chief Digital Officer Application

PERSONAL

 11.04.1982 in Montréal
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 Möschenfeld 7A
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 Nationality: German

LANGUAGES

English C2 (Native)
French C1 (Native)
German B2 (Intermediate)
Swedish A2 (Beginner)
Italian A1 (Beginner)

COMPETENCY POTENTIAL

SUCCESSES / PROFESSIONAL DEVELOPMENT IDEAL FOR:

COO
CIO
Sales & Business Development
Large Scale Transformations
Leadership / General Management
Customer & Experience Driven
Roles

PROFESSIONAL SKILLS:

Leadership
Influencer
Communication & Engagement
Organisational Change
Organisational Restructuring
People Development
Mentoring
Strategy & Branding
Negotiation
Team Player
Hands On Mentality
Resilience
Attention to Detail

COMPETENCY PROFILE

GLOBAL HEAD OF IT AND EXECUTIVE LEADER SUPPORT

UniCredit, Munich | 09/2021 — present

Territories: Germany, Austria, Switzerland, France, Spain, United Kingdom, United States, Singapore, Romania, Slovakia, Hungary, Poland, Czech Republic, Hong Kong, Japan

- **Built new global organisation** from the ground up, from the **operating model** to the **people, customer value** / experience, vendors, partners, optimized **processes** (driven by ITIL), and **investment strategy**.
- Leading a **team of 125** (70 internal) staff members / **8 teams**: Reshuffled the role & responsibilities of **20%** of the team with a focus on a **lean**, operationally efficient workforce – **increasing frontline output** by an aggregate of **16%** and refocusing **core competencies**.
- Responsible for ensuring the quality, **stability, reliability** and innovating the **technology landscape** for over **50K employees**.
- **€13m budget** under management (**92 budget lines**): achieved budget efficiencies of **+/-12%** by significantly reducing our dependency on external resources, reducing inflow (lowering the cost of pay-as-you-go maintenance & **outsourcing services**), and **renegotiating** service contracts.
- Tickets under management: almost 200K. Reduced inflow 2022 v. 2021 by **15.6%**.
- Elevated 6 frontline staff with no previous management experience to team leadership, in-so-doing **creating 6 new managers** for UniCredit.

CHIEF OF STAFF TO THE CTO

SUSE Software GmbH, Munich | 2019 — 2020

- Chief of Staff to the **CTO** with a workforce of **630 engineers & developers**.
- Designed and delivered **revenue-increase** and “technology vision” strategic initiatives for **core**, as well as **emerging technology** markets.
- Authored the 8-pillar **strategic roadmap** and designed an **OKR** based execution plan for directors, engineering managers and individual contributors.
- Responsible for the Groups budget management of **€40m**, reporting **OPEX, CAPEX** and **R&D** spend, budget accruals, working with EY to deliver SUSE’s **3-year investment plan**.
- Sought out & exploited **revenue opportunities** & delivered investment proposals for core & emerging markets to the Chief of Engineering and CEO.
- Reduced “**time-to-value**” of contracts using customer intelligence strategies and implementing **digital** solutions.

DIRECTOR OF CLIENT DELIVERY

Fidor Solutions – Munich | 09/2017 — 09/2018

- Delivered **digital banking** and **product strategy** roadmaps to **CxO's** of large retail banks.
- Expanded the Fidor technology product offering with in-app Multi-Currency.
- Led **team of 50** (**DevOps**, analysts, product & **project managers**)
- Products delivered: Checking Account, Savings, P2P, Multi-currency, Credit (Visa) (see <https://www.banxybank.com/fr/>).

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HOBBIES

Languages

Literature (Classics & History)

Fashion

Music

Painting

Hockey (Field)

Squash

Basketball

Cooking

VOLUNTEER

TSV HAAR – BASKETBALL DEPARTMENT

05/2023 – present

Co-Department Manager

MACDELLA COOPER FOUNDATION

<https://www.macdellacooper.org/>

01/2017 – 11/2017

Head of Communications & Social Media

- Set up post-delivery contact centers and **customer support** (operations, 1st & 2nd level technical support, **SoW's** and **SLA's**).
- Designed, set and ensured **customer experience targets**, overseeing all client transactions as well as **quality** / progress monitoring and acting as escalation point to solve issues.
- Managed portfolio budgets / **P&L** of over **€10m**, and drafted, reviewed and gave sign-off to **commercial** documents.

INTERIM MANAGEMENT CONSULTANT

Freelance 2011 – 2018

- Led **major carve-out** for **GE / INNIO** (Austria) executing large scale **HR & IT Digital transformation** (with a strong focus on digital technologies) for US, EU, and Asia sites.
- Headed-up the first ever **HR transformation** for the **EUROPEAN PATENT OFFICE** (Munich, Vienna, Berlin, The Hague) – **overhauling the entire HR landscape**.
- During the 3-year engagement, my team also delivered **new IT systems** / solutions (retiring highly customized legacy **SAP** modules)
- Planned, staffed and executed an **ITSM** company-wide transformation for **GfK**
- Built and trained **high performance team**
- Engaged by **Munich Re** (Munich) to design and lead an **RfP** process (**Workday, SuccessFactors**) for a new **HRIS**, which was then followed by a global HR transformation.
- Subsequently re-engaged by Munich Re to deliver the implementation of an organisation wide new instance of **ServiceNow**

ASSET SERVICING SNR. ANALYST, THEN HEAD OF PMO

Citi (Investment Banking) 2008 – 2011

- Resolution of client queries concerning **tax treaties**, agreements and relief at source issues, **entitlement calculations**, bank account reconciliations as well as investigation of complex aged items.
- Decision making concerning **write-offs** stemming from differences in agreements.
- Extensive usage of Excel, **SWIFT** MT messaging, Sophis, **Bloomberg** terminals, **Clearstream** and DTC.
- Supported projects using subject matter and **banking software** expertise to transform **trading systems**.

ASSET SERVICING ANALYST

Lehman Brothers (Investment Banking) 2005 – 2008

- **Dividend** reconciliations and **tax matching**
- Conducted client cash matching and **NOSTRO** reconciliations.
- **SWIFT** message processing / instructions execution.
- Processed **open buys / sells**, stock loans and **manufactured overseas dividend** accruals (MoD's).

Munich, June 2023

Baetzner, Hélène