



Bettina Vier

Interim Manager for E-commerce, Digitalisation, Changes

I support the creation and further development of digital and organisational framework conditions in companies

- in order to be able to play in digital trade (e-commerce).
- in order to accelerate, automate and optimise processes and procedures in the company.
- in order to interlink areas such as marketing, sales, customer service, purchasing, production and product management more closely and optimize them with a view to the customer.



Bettina Vier

Diploma in Economics / Change Manager (IHK)

Member of expert group „Digitalisation and Industry 4.0“ at DDIM

Manager for Digitalisation and E-Commerce since 1996, freelancer since 2010:

- Strategies for digitisation and e-commerce
- Change management in the environment of digitalisation (IHK certified change manager)
- Project management in the field of digital transformation and e-commerce (agile project management; GPM near project manager training)
- Interim Manager for bridging vacancies in management positions incl. CDO (Chief Digital Officer)

Project Examples

INTERIM-MANAGEMENT:

Interim Head of E-commerce IT

The head of department had resigned orally and had gone on holiday. Is he coming back? The management decided to appoint me temporarily as head of department until the situation was resolved. One of the most important tasks was to solve the "trench warfare" between e-commerce and the rest of IT. Furthermore, the team should be brought to more output and the transformation of the developers into Scrum teams should be continued.

I managed to smooth the waves with the following approaches: improving communication, exchange and redesigning the cooperation with other IT departments as well as activating a cross-departmental project (building a new shop platform). Everybody understood it as an opportunity to start from scratch without any legacy problems.

When the new head of e-commerce took over seven months later, the biggest obstacles were removed.

PROJECT LEAD:

Development of an e-commerce team and online shops

My client had set himself the goal of supplementing his branch business with an online shop. Since I was available at short notice as an interim manager, the project could start immediately. In addition to working out the strategy, I prepared an overview of the tasks to be performed. Both were important basics to recruit an online team. Furthermore I created the initial concept for the store and accompanied the implementation as project manager. It quickly became apparent that the existing product data did not correspond to the structure and language usage of the end customers. The management decided that the ERP should be adapted according to my specifications. In addition, I created a marketing concept with the marketing team and was able to start advertising directly with the launch. One month before the live launch, my work was done: a new head of e-commerce and a small team were on board and could take over the tasks independently.

Project Examples

CHANGE-MANAGEMENT:

Restructuring of the "Extranet Team" organisational unit

My task was to reorganize the "Extranet" task area with over 17,000 B2B users. The responsibility for the extranet was moved from the "Communication" area to IT. Not only was a team dismantled and a new one set up, new processes and responsibilities had to be defined. At the same time, my tasks included working out an extranet strategy and further developing the extranet platform. Together with the other service departments, I developed ideas on how to improve customer loyalty via the extranet. The results were roughly recorded in a roadmap (comparable to a backlog in an agile environment).

STRATEGY:

Development of an international digital and e-commerce strategy

My client was an international chemical company that was currently rolling out a new inventory management system internationally. In the process, they were faced with a new task: how to bundle the local e-commerce activities of the countries in B2B via a platform in order to provide customers with more transparency about products, inventories and services of the group. Such a task requires time and a lot of experience. Together with my client, I succeeded in developing a strategy that was accepted by the group management as a guideline for implementation planning.

Sector Knowledge

- Retail trade (fashion & textiles, furniture & home accessories, hardware stores)
- Logistics products (Producer, B2B)
- Book trade/publishing houses (eBooks)
- Consumer goods manufacturer (hair care)
- Food industry / Discounter
- Automotive supplier (tyre wholesaler)
- Chemistry / Life Science
- Financial services (banks, insurance companies, construction financing, funds)



Strengthen

- Goal-oriented
- Visionary
- Structured
- Assertive
- Crisis-ridden
- Strong communication skills
- Motivating
- Humorous

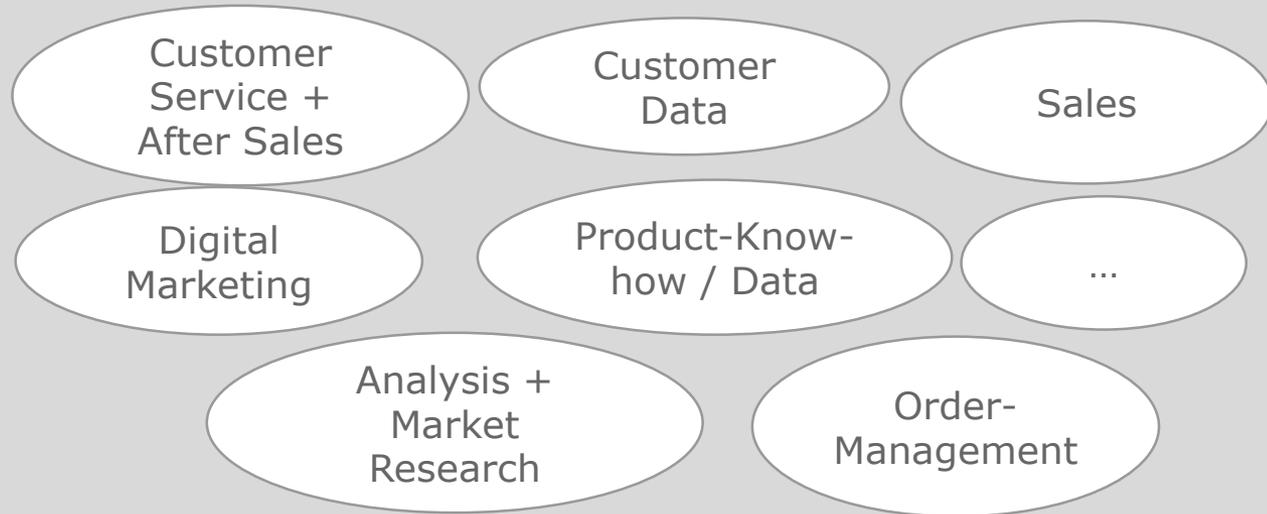


Digitalisation and E-Commerce Lead to Changes in the Company

Project Management / Interim Management



Employee Development



STRATEGY



Change Management



Processes + Organizational Development

Interview excerpt from the book "Digital Insights"

What does the term digitalisation mean to you?

Digitalisation in the narrow sense means the conversion of analog information into digital values. In the current discussions, however, more reference is made to the application: How can digital information be used to optimize processes, research and communication?

If a company wants to digitize, where should it start?

Digitalisation begins where the pain points in a company are greatest. If these are known, a digital strategy should be created that describes the objectives and the procedure, because problems cannot always be solved immediately where they can be felt. In most cases, the processes and systems laid before the pain points must be changed or a technical basis had to be built up. Another important point are the employees. Do they have the knowledge to use the existing systems optimally for their work and are they able to acquire new knowledge themselves if necessary? If employees learn to make full use of the possibilities offered by existing technology, they will also develop new ideas for digital solutions. And they will lose the fear of change.



Interview excerpt from the book "Digital Insights"

In your opinion, what does an entrepreneurial, economically viable digitalisation strategy look like? What do companies need to think about?

The global digitization strategy aims at the digital networking of internationally operating companies. In order to achieve this, a vision is needed that involves all the companies concerned. A common goal connects and creates potential for finding solutions together. This also requires a functioning network, transparency and openness and the willingness to share information.

Furthermore, it is necessary to question the technical strengths of the companies and how these can be used for digitization. In most cases, companies tend to roll out digitization from their headquarters. It would be more important to examine the solutions already available internationally to see whether they can be used globally.

In this way, projects can be launched in several countries simultaneously (or along a roadmap), which not only take international know-how into account, but also optimally use and motivate resources.

Parallel to this, it is also necessary to improve the technical know-how of employees in general. This not only promotes technical efficiency in the workplace - the more technical experience an employee has, the easier it is for him to get to grips with new systems.



Publications



[Mehr Informationen](#)

Digital Insights Digitalisation: 7 Views from practice

Seven experts report on their practical experience and describe their view of a term that seems to mean something different for everyone. They speak in plain language and paint a realistic picture of the opportunities and possibilities, but also of the challenges and risks.

My Post:

Juggling: Customer centricity in the B2B relationship

To make customers happy, executives at the levels of digitization, organization and change must act simultaneously.

Thank you very much for you interest.

To the Contact Form