



**Bettina Vier,**  
**Freelance expert in:**

- **Digital Transformation**
- **Change Management**
- **E-commerce**
- **Project-/Interim-Management**



## THE „FACTOR VIER“

Every company is in the midst of digital transformation, but at different depths and phases. Some are driven from the outside, others are actively tackling the issue.

The active ones are usually the more successful ones because they consciously steer the digital transformation and are fully aware of the effects. This is where my "Factor Vier" concept comes into play.



**Digital transformation must be approached in a conscious, structured and creative way.**



## THE FOUR PILLARS OF DIGITALE TRANSFORMATION

**Pillar 1: Digital strategy.** I would be happy to develop a digitalization strategy for you in order to digitalize products, processes, services and marketing across all divisions and realize potential for improvement.

**Pillar 2: Change Management.** As a change manager, I can support you in the digital transformation to prepare your employees and your organization for the new challenges and changes in their working environment. The aim is to leave the comfort zone in order to have positive experiences and develop new perspectives.

**Pillar 3: Digitalization and automation projects.** If required, I can carry out feasibility studies and requirements analyses for you in order to plan digitalization in detail for specific requirements and see it as a common goal across all departments.

**Pillar 4: Project/Interim Management.** And, of course, I am equally enthusiastic about implementing a digitalization project or a digitalization programme. Either as the head of a department / division or as a project manager. Creating roadmaps and project plans is as natural to me as driving a car.

**Digitalisation needs data and networked systems.**





## MY CONSULTING SERVICES FOR YOU

| Digital Transformation   | Change Management  |
|--|--|
| <ul style="list-style-type: none"> <li>• As-is analysis of the digital situation / target survey / feasibility check / degree of digitalization and willingness to change</li> <li>• Development of target images / digitalization strategy development</li> <li>• Derivation of roadmaps, projects, measures and metrics (OKR, KPI)</li> <li>• Implementation of workshops: e.g. process descriptions, business analyses, data streams / data strategies, new business ideas, system architectures</li> </ul> | <ul style="list-style-type: none"> <li>• Supporting teams / projects with structural / technical changes;</li> <li>• Process and organizational adjustments / development of communication concepts</li> <li>• Feedback discussions and workshops. Communication training</li> <li>• Development of a transformation roadmap according to Kotter or Krüger</li> <li>• Conflict resolution (resistance, willingness to change, emotions)</li> </ul> |

| E-commerce  | Project/Interim Management  |
|---|---|
| <ul style="list-style-type: none"> <li>• Development of an e-commerce and data strategy</li> <li>• Expansion of online sales: stores (B2C, B2B), marketplaces, data-driven online marketing</li> <li>• Store relaunches and implementation of new modules / interfaces / automation of processes and data generation</li> <li>• Development and restructuring of e-commerce teams</li> <li>• Optimization of the value chain (purchasing, marketing, sales, logistics, IT, agencies, etc.)</li> </ul> | <ul style="list-style-type: none"> <li>• Multi-project management</li> <li>• Classic project management with an iterative approach</li> <li>• Agile project management / product owner</li> <li>• Interim management as CDO / head of department / team leader</li> <li>• Team building and organization as well as budget responsibility</li> <li>• Communication to management and stakeholders (creation of communication strategy)</li> <li>• Audit &amp; controlling / KPIs</li> </ul> |

# SOFT SKILLS

- Many years of professional experience, with pioneering work / crisis management
- Goal- and solution-orientated work
- Entrepreneurial and strategic thinking
- Motivating leadership
- Analytical and structured way of working coupled with creativity
- Very quick familiarisation with unfamiliar industries and topics
- Hands-on mentality / high self-motivation

## MY KEY SERVICES FOR YOUR DIGITAL TRANSFORMATION:

- Strategy consulting / strategy development
- Feasibility analyses / process and workflow analyses / potential analyses
- Change management (e.g. promoting willingness to change, adapting the organization)
- Workshops / concept development
- Project management / transformation management
- Interim management at management level



Change-Managerin  
(IHK)



Diplom-Volkswirtin



© Stockwerk-Fotodesign / Adobe Stock

## CONTACT

**Do you still have questions? Then contact me without obligation:**

**Bettina Vier**

**Diplom-Volkswirtin / IHK-Change-Managerin**

**ecommerce-management@gmx.de**

**+49 152 3397 4054**



Picture credits:

Page 1: © Jacob Lund - Adobe Stock

Page 2: © Summit Art Creations – Adobe Stock / Grafik: © Bettina Vier

Page 3: © Photographee.eu - Adobe Stock

Page 4: © Gajus - Adobe Stock

Page 6: © Stockwerk-Fotodesign - Adobe Stock

Translation:

DeepL.com - free version

© Bettina Vier, Digitalisierung + E-Commerce, 2024

Mainzer Weg 25, 55263 Ingelheim

Mobile: +49 152 3397 4054, E-Mail: [ecommerce-management@gmx.de](mailto:ecommerce-management@gmx.de)

[www.ecommerce-management.de](http://www.ecommerce-management.de)