



(c) Jacob Lund / Adobe Stock



**Bettina Vier,  
Freelance expert for:**

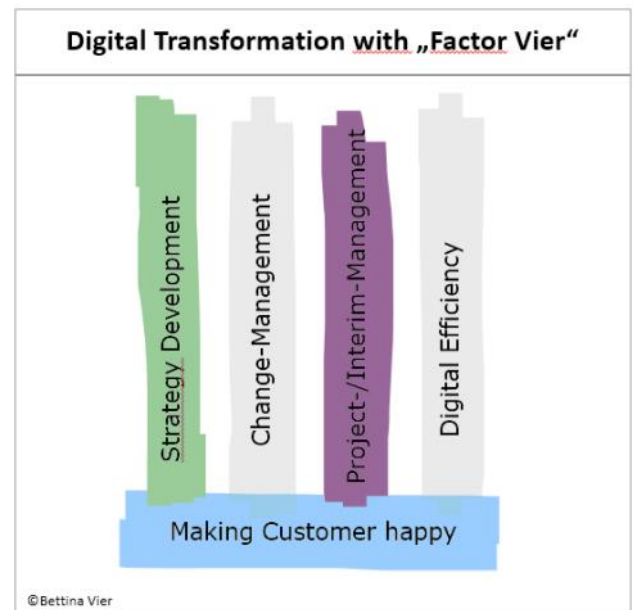
- **Digital Transformation**
- **Change Management**
- **E-commerce**
- **Project-/Interim-Management**



## 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: The Digital Strategy.**

It describes how the company's goals can be realised efficiently with the help of digital processes, products and services. The digital strategy applies across all divisions.

### **Pillar 2: Change Management.**

The digital transformation is changing processes and the demands placed on jobs. This causes fears of job loss and failure and leads to resistance or declining performance. With the help of change management methods, people are consciously involved in the change. This allows fears to be reduced and new personal goals to be developed.

### **Pillar 3: Project / Interim Management.**

Implementation is sometimes a complex challenge, as several topics and projects have to be brought together in a trans-

formation roadmap. The better you succeed in cutting the big goal into manageable chunks, the more successful the digital change will be.

### **Pillar 4: Digital Efficiency.**

“Architecture Light” is the goal. The duplication of systems with the same services should be avoided. At the same time, the utilisation of existing systems should be intensified. This means illuminating workplaces and processes and utilising the full potential of the systems.

**Digitalisation needs data and networked systems.**



© Gajus / Adobe Stock

## MY CONSULTING SERVICES FOR YOU

Digital Transformation	Change Management
<ul style="list-style-type: none"> <li>• Analysis of the current digital situation / degree of digitalisation and readiness for change</li> <li>• Development of target images / strategy development</li> <li>• Derivation of roadmaps, projects, measures and metrics (OKR, KPI)</li> <li>• Operational support of the transformation process as project manager and change manager</li> <li>• Realisation of workshops: e.g. process descriptions, data streams, new business ideas</li> <li>• Audit &amp; Controlling / KPIs</li> </ul>	<ul style="list-style-type: none"> <li>• Supporting teams with structural changes</li> <li>• Process and organisational adjustments</li> <li>• Development of communication concepts</li> <li>• Conflict resolution</li> <li>• Conducting workshops to shape the transformation together</li> <li>• Development of a transformation roadmap according to Kotter or Krüger</li> <li>• Audit &amp; Controlling / KPIs</li> </ul>
E-commerce	Project/Interim Management
<ul style="list-style-type: none"> <li>• Expansion of online sales: shops (B2C, B2B) marketplaces</li> <li>• Shop relaunches and implementation of new modules/interfaces</li> <li>• Strategy development</li> <li>• Support in digitalisation: processes, data flows (e.g. product data, customer data, AI, customer journey), architecture plans</li> <li>• Development and restructuring of e-commerce teams</li> <li>• Optimisation of the value chain (purchasing, marketing, sales, logistics, IT, agencies, etc.)</li> <li>• Change management: adaptation of the organisational structure / integration of e-commerce into the organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Multi-project management</li> <li>• Classic project management with an iterative approach</li> <li>• Collaboration in agile projects in the role of product owner (Scrum-based)</li> <li>• Team organisation and budget responsibility</li> <li>• Communication with management and stakeholders</li> <li>• Audit &amp; controlling / KPIs</li> <li>• Interim management functions (e.g. CDO, department head, team leader)</li> </ul>

# I WILL GLADLY TAKE OVER FOLLOWING FUNCTIONS

- Interim CDO (Chief Digital Officer)
- Interim Project Manager (classic, agil)
- Interim Lead of teams, departments, divisions
- Consultant



Change-Managerin  
(IHK)

Mitglied der DDIM e.V.

**DDIM.**

Dachgesellschaft Deutsches  
Interim Management e.V.



Diplom-  
Volkswirtin

## 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



© 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**



© Bettina Vier, Digitalisierung + E-Commerce, April 2024

Mainzer Weg 25, 55263 Ingelheim, Germany

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

