



Born in 1977

ROELOF BERG

VENTURE MANAGER
INTRAPRENEUR



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PERSONALITY

Results focussed team player with strong entrepreneurial mindset



I am a creator, an ideator, an intrapreneur with a sixth sense for identifying promising business opportunities. I have a unique ability to spot fresh ideas that can be turned into compelling customer value propositions.



WORK EXPERIENCE

03/2020 ..

MBA student and freelance engineer

Berg Solutions, Lübeck

Finishing my **MBA degree** and working part time as a freelance software engineer for financing the studies.

12/2016 – 02/2020

Venture Manager for technology products

Drägerwerk AG & Co. KGaA, Lübeck

I was responsible for **creating and leading corporate start-ups** in the New Business Development department. I **developed business models**, organized & **led founder teams**, & oversaw marketing, sales, & development up to market launch. My biggest success was the consumer product, Dräger Dreamguard, which I managed from ideation and development to successful market debut.

- **Intrapreneurship, business responsibility** for **corporate start-ups**
- Primary contact for product & **stakeholder management**
- **Budget responsibility** (> 1 Mio. €)
- Team leader, project leader; organized founder teams of up to 10 coworkers who managed over 100 employees in total
- Responsible for **marketing mix & go-to-market strategy**
- Development of **top-level engineering specifications**
- Coordinator of IP topics, author of 3 **patent applications**
- Worked on **business development** of new products in new markets
- Managed **international suppliers**, frequent traveling
- My role was "**Product Owner**" in the **agile process**

11/2013 – 11/2016

Softwarearchitekt for anesthesia devices

Drägerwerk AG & Co. KGaA, Lübeck

- **Overall responsibility** for software architecture of an anesthesia device
- Technical interface to adjacent disciplines (electronic, mechanic)
- Coordinator of technical topics in the project team
- **Product security engineer** for entire product family

06/2001 – 10/2013

Freelance software developer & entrepreneur

Berg Solutions, Beartronic e.K. and others

- Software developer, project leader, & architect for **multiple industries**, including **medical devices**
- Founded & invested in several small technology companies; **disciplinary & budget responsibility**

06/2000 – 05/2001

Leader, software development (start-up)

X-PressPay GmbH, Bonn

- **Technical lead in the founder team**
- Decider for recruitment, IT infrastructure & quality assurance
- Influencer on product roadmap
- **Delivered technical presentations to leads, VC investors & at trade fairs**
- Until 11/2000 software developer for X-PressPay & its sister company, DocuStore AG



EDUCATION

since 05/2019
04/2013 – 10/2013
04/2013 – 10/2013

Master of Business Administration

Private University Göttingen
(distance study)
Specialization: **Entrepreneurship**

Certificate in Real-Time Operating Systems, Scheduling & Reliability

University Freiburg (distance study)
Content: reliable software, real-time systems, redundancy, fault tolerance

Bachelor of Engineering, Computer Engineering

Wilhelm-Büchner University in Darmstadt (distance study)
Result: "Very Good" (highest designation)
Received the **Börje-Holmberg award** for my thesis in the field of **medical imaging**



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PROFESSIONAL DEVELOPMENT

- 2019** Business models for innovative care for older people (6 units)
- 2017** Leadership in projects (2 Days)
- 2017** Coaching for executives (11 Units)
- 2017** Training for executives "I define a direction: Let's go!" (½ Day)
- 2017** Successful negotiations (2 Day)
- 2016** Startup Mentoring (4 units)
- 2016** Adobe Kickbox, intrapreneurship contest, my ranking: 1 of 120 (2 months)
- 2015** Rhetoric: speaking freely and with self-confidence (2 days)
- 2015** Vital software architecture with a method (4 days)
- 2014** 16 Robert C. Martin's clean code training videos (1 unit per month)
- 2014** Practical seminar clinical processes, medical product law, work shadowing (3 days)
- 2014** Basic training - medical technology, intensive care, operating room, infrastructure (3 days)
- 2014** Laboratory training - medical technology, ventilation, anesthesia, monitoring (4 days)



ENTREPRENEURSHIP

Start-up experience:

Colme Design e.K., online distribution, 50% business share (2 years)
 Beartronic e.K., electronic products, 100% share (4 years)
 em | Motion GmbH, mobile devices, 10% share (2 years)
 Berg Internet Services, software, 100% share (4 years)
 BestelIDSL GbR, sold DSL contracts online, 50% share (1 year)
 X-PressPay GmbH, online payment system (1 year)

Leadership:

Adept at shaping a **start-up culture that emphasizes coaching, empowerment**, and creating opportunities for professional growth.

Business Development:

Market and competitive analysis, go-to-market strategies, positioning, market research, internationalization, **brand building**, pricing, concepts for distribution & logistics, customer service design, up- and downstream marketing, portfolio management

Innovation:

Adobe Kickbox (2016 participant, later coach of 6 teams), design thinking

Strategy:

Perpetual vigilance for new business ideas, EBIT-oriented thinking, cognizant of larger contexts, overview competency, cash-flow and **business-case calculation**, strategic risk management

PERSONAL INTEREST



Family activities, electronic music production, member of Mensa in Germany e.V.

VOCATIONAL TRAINING

Application Developer 06/1997 – 06/2000

Administration of the University Bonn-Rhein-Sieg
 Result: Very Good (highest designation)

IT trainee 01/1997 – 06/1997

Administration of the University Bonn-Rhein-Sieg

General job training 09/1996 – 06/1997

Berufsbildungswerk, Bonn

National Service 1995 – 1996

Nursing assistant for disabled children
 Children's home - Dr. Dawo, Rheinbach

School Education 1994

Gymnasium until 10th grade
 Städtisches Gymnasium, Rheinbach



CERTIFICATES

2015 iSAQB® Certified Professional for Software Architecture

LANGUAGES

German: Native

English: Business fluent

Dutch: Working knowledge

Chinese: Basic



PUBLICATIONS

2018 Three technology patents in the areas of wearables and bluetooth

2014 Springer Journal of Realtime Image Processing, 21 pages, Berg et al.: *Highly efficient image registration for embedded systems using a distributed multicore DSP architecture*

TECHNOLOGICAL COMPETENCE

Project Management:

Experience in classic &, since 2014, agile software projects. Application of agile methods in large-scale projects with several million lines of code.

Systems:

Electronic products, safety-critical systems, embedded systems, medical devices, telecommunication systems, technical surveillance systems, server- & database-driven systems, cloud & IoT systems, GUI & browser-based systems, apps, B2B & B2C products

Software Development:

Coder & project manager. Broad experience in multiple programming languages in the context of electronic products & embedded systems: libraries, bus & network protocols, operating systems & tools, esp. Linux, Windows, major RTOSes, C/C++, C#, Java, scripting languages

Software architecture:

Focus on modern component- & object-orientation with a preference for the S.O.L.I.D. method, code-generation & test-driven development.



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MY INNOVATIONS



Dräger Dreamguard

This consumer product monitors movements of a baby's chest & abdomen, detects sleeping position, & transmits sounds. I proposed the idea and successfully pitched Drägerwerk for financial support. Over 3 years I managed the new product development process from ideation to market launch.

MY CONTRIBUTIONS

Dräger **Atlas**

Dräger



Bosch **Video Management System (BVMS)**



 **BOSCH**

Dräger **Perseus**

Dräger



Bosch **DiBos**



 **BOSCH**

Bausch + Lomb **Technolas Victus**

B+L



Keymile **DSLAM**



 **KEYMILE**