

Steffen Niehues

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Executive Biography

Steffen Niehues is a Business GM, Business Coach (CTI) and Mind Map Coach, providing interim management, M&A advisory, and post-merger integration services for global technology companies operating in Germany and throughout EMEA (Europe, Middle East & Africa). Prior to launching his own consulting and business coaching practice in 2015, Steffen served as the Vice President and GM of Informatica's Cloud Data Services business unit that he helped to form after the acquisition of Strikeiron.com (U.S.) and integration with Informatica's German subsidiary AddressDoctor GmbH, which he previously headed up.

Leading a team of 95 across Germany, the U.S., the U.K. and Australia, Steffen owned the full scope of the business in a CEO-like role. He spearheaded business / channel partner strategies, product management and product development that spurred explosive growth. Through multiple new products being released to the market, realignment of the business strategy to focus on enterprise accounts, the addition of Cloud-based solutions, and growth from the acquisition, the Cloud Data Services business unit grew at a 3x multiple. This represented a 36% CAGR over a 4-year period, far surpassing the revenue targets established by the Informatica Corporate Team. Helping to drive the growth were several key enterprise business wins with international Blue Chips.

Before joining Informatica, Steffen worked at Microsoft EMEA for nearly 9 years, serving as the Technical Sales and Business Development Manager for 5+ years and as a Product Manager for 3 years. As the Technical Sales Manager, the business experienced a period of rapid market share growth and the extension of their footprint with Independent Software Vendors (ISVs) across all of EMEA. As a Product Manager, Steffen lead localization for the European markets, 3rd party development and support for the Microsoft Dynamics AX ERP portfolio and designed implementation methodologies to streamline the delivery of ERP/CRM systems.

From 1997 until 2001, Steffen served in multiple roles for Great Plains Software Deutschland GmbH, including European Business Unit Manager, Head of Product Management, and Head of Development. He led a team of 50 and held full P&L accountability for all Great Plains CRM and ERP product lines.

Building Global Growth

- Product Strategy & Execution
- Enterprise Sales
- Market Share Gains
- Strategic Partnerships
- Channel Development
- Pipeline Growth
- M&A Leadership

Leading Global Operations

- International Team Leadership
- Culture Assimilation
- Performance Optimization
- P&L Management
- Business Coaching
- CxO Engagement

Developing & Managing Products

- Cloud, SaaS, Big Data, CRM & ERP Products
- Product Development & Solution Innovation
- Market Launch
- Product Localization
- Product Customization for Industry Verticals

Steffen holds a Degree in Business Administration/Management (Diplom Betriebswirt (BA)) to go along with his CTI Coaching and Mind Map Coaching credentials. He brings an entrepreneurial mindset to established companies to enable them to be innovative in the competitive Cloud, SaaS, Big Data, ERP, and CRM markets of today. He has worked extensively with global teams across Europe, the U.S., and the Asia Pacific.

LEADERSHIP TIMELINE



Steffen Niehues Consulting
Interim Management
GM / Executive Consultant

Informatica Corporation
VP & GM, Cloud Data Services

Microsoft EMEA
Technical Sales Manager
Product Manager

Great Plains Software
Business Unit Manager, Europe
Head of Product Management
Head of Development

CREDENTIALS

**Diplom Betriebswirt (BA),
(Business Administration)**
Berufsakademie Heidenheim

CTI Business Coach

ThinkBuzan Mind Map Coach

Fluent in English & German

TESTIMONIALS

“Strong executive

who would be a great asset for any multinational technology focused company looking to break into or expand in Europe.”

“His experience

transitioning from acquisitions and working for a US-based global parent company were instrumental in establishing credibility with employees, partners and customers.”

“Great leader and team player

with a collaborative and inclusive style.”