


## Interim Managing Director: Audio

Customer	Function	Task	Time	Interim Manager
<p>German / Chinese company</p> <p>R&amp;D, trading, production</p> <p>10 employees</p>	<p>Managing Director</p>	<p>Interim Managing Director</p>	<p>2 years</p> <p>3 days/ week</p>	
Problem description				
<p>Chinese management had problems in Germany (authorities, language, customers)</p> <p>Development of the trading business and the creation of new business units R&amp;D and Production</p>				
Task				
<p>Establishment of the new business units R&amp;D and Production</p> <p>Reduce internal costs and build up new structures</p> <p>Completely new distribution structure (trade fair, field service)</p> <p>Offer product and process innovations for customers</p>				
Result				
<p>Trading business revitalized (sales up 80%)</p> <p>Brand established in the market (trade fair, industry and association AMA)</p> <p>Production started for analogue audio products</p> <p>Product- and process development established for external customers</p>				