

# ULRICH SPÄING

CV

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**Creative communicator,  
teampayer and networker with  
leadership experience and many years  
in the areas of sales, marketing,  
communication & PR**

**Ulrich Späing**  
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Certified Business Economist

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Born 27 Januar 1956 in Nordhorn

## Overview

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- Growth expert with 30 years' experience
- Leadership style characterized by strong integrative skills, based on a feeling for the market and a sensitive approach to different stakeholders and target groups
- Teampayer/Teamleader
- First-hand experience of start ups, company acquisitions, corporate groups and SME's
- Excellent know-how in the development of strategies on price and gaining competitive advantage
- Well-versed in brand leadership, in networking, in management of social media platforms

**p. 1: Ulrich Späing** · Business Economist

Brand Management · Sales · Marketing · Communication · Stakeholder and Interface Management

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### Committee Work

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08/2016 - 07/2019 **United Labels AG**, Münster, FWB, Prime All Share  
**Supervisory Board, Deputy Chairperson**  
**Outcomes:** returns, capital

### Projects, Positions, Senior Management, Sales

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- 04/2015 - today **PR IR Wachstum GmbH**, Rheine,  
**Publicity work, corporate communications**  
Brand, PR, corporate identity, positioning, planning and implementation of PR-activities. Development and expansion of digital media relations including social media communication on behalf of customers.  
Maintenance and systematic expansion of a network of relevant stakeholder contacts, sales strategies.
- 04/2009 - today **Self-employed as Interim Manager: farbtanke UG haftungsbeschränkt**, Rheine.  
**Publicity work, corporate communications**  
Responsibility, results: Development of a service portfolio with a special focus on adding value in the area of sustainability.  
Recycling and trading
- 11/2005-10/2008 **Self-employed as Interim Manager: wedi GmbH**, building materials, Emsdetten, <http://www.wedi.de/>  
**Leader Public Relations, Corporate Communications, Marketing, Sales Support**
  - Development and implementation of the communications strategy
  - Tracking and analysis of the market to ensure leadership on innovation and price
  - Long-term customer retention and new customer acquisition in 3-level sales process
- 07/2002-10/2005 **Self-employed: preparation of a start-up and of a company acquisition.**  
**Qualification as member of supervisory board.**
- 03/1999-06/2002 **Next GmbH**, Sales company & advertising agency, Rheine  
**Marketing, corporate communications, brand management**
  - Operational and strategic leadership
  - Planning and implementation of press and PR activities on behalf of customers
  - Reorganisation of quotation and invoicing systems
  - Management of field sales and sales support; systematic new customer acquisition**Outcomes:** Tripling of turnover from 1.5m to 4.8m €, increased efficiency through various process optimizations in the area of CRM

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07/1988-02/1999 **apetito AG**, frozen meals for community catering (market leader),  
for large-scale customers and end consumers, Rheine  
**Head Corporate Communications/PR/Corporate Identity/Brand**

- Successful market expansion; increase of brand awareness
- Brand management and enhancement, strategic orientation
- Sales concepts and marketing strategies
- Cultivation of networks such as in associations, higher education, economic institutions, local authorities and in politics

**Responsibility: Investment, commercial and financial planning** 8.6m € budget,  
responsible for 10 direct reports

**Outcomes:** Doubling of turnover from 250m € to 500m €

## Career Start

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01/1984-07/1988 **Interim projects in mobility services and waste management**  
07/1976-12/1983 **Economic and local journalism,**  
**Editorial interim projects in Verlag DVV, Münster,**

## Education

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09/2010-07/2013 **State Certified Business Economist,**  
Fachschule für Wirtschaft FSW

03/2009-11/2009 **Sales Leader Examination,** Deutsche Verkaufsführerschule, München

10/1984-03/1986 **Completed Training as a Corporate Communications Specialist,**  
Deutsches Institut für Public Relations, Hamburg

12/2013-06/2014 **Qualified Supervisory Board Member and Financial Expert/Specialist Supervisory**  
**Board Member for the Audit Committee,** Deutsche Börse AG Akademie, Eschborn

09/2013-12/2015 **Accredited Insolvency Law & Restructuring Consultant,**  
Deutsches Institut für angewandtes Insolvenzrecht, Bonn

06/2013-12/2014 **Certified Investor Relations Officer CIRO,**  
Hochschule für das Bankwesen HfB, Frankfurt

## Organisations

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Deutsche Public Relations Gesellschaft e. V. DPRG  
djv Deutscher Journalistenverband e. V.  
DIRK Deutscher Investor Relations Verband e. V.  
DDIM Dachgesellschaft Deutsches Interim Management e. V.  
Bundesverband geprüfter Sanierungsberater BV ESUG  
AdAR Arbeitskreis deutscher Aufsichtsrat e. V.  
FEA Financial Experts Association e. V.

# ULRICH SPÄING

## Abroad

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School years in Canada, USA and France (1974/75). Fluent French and English.

Rheine, 7. Oktober 2020

Ulrich Späing