

Spreitenbach, June 22, 2018

## Press Release

[proxia consulting group ag, Industriestrasse 176, CH8957 Spreitenbach, Switzerland](#)

### **Dr. Kerstin Geiger to join proxia as consultant and Advisory Board member**

Spreitenbach, June 22, 2018 – proxia consulting group ag has appointed Dr. Kerstin Geiger as a member of the Advisory Board. As a consultant to proxia, the internationally experienced, former SAP manager will support the company's cooperation with SAP and the development of customer relations in Automotive and Discrete Manufacturing.

Dr. Kerstin Geiger worked for SAP SE for 20 years and brings many years of international management experience, an in-depth understanding of customer requirements and a broad network of contacts within the SAP ecosystem. She has acted as Executive Sponsor in a number of global companies and enjoys the highest level of confidence among top customers from all areas of the manufacturing industry.

### **Management biography – Dr. Kerstin Geiger**

From 2014 to 2016 Dr. Kerstin Geiger was Senior Vice President with SAP Asia Pacific Japan and head of Industry Value Engineering at SAP Asia Pacific Japan (APJ). In this role she focused primarily on ensuring added value for customers and on industry solutions. She was responsible for promoting strategic customer programs throughout the region, driving the digital transformation in APJ and thereby increasing customer demand.

She started her career with SAP SE in May 1997 as a product manager in Automotive. In 2001, she moved to the United States and soon became Vice President of the Automotive Industry Business Unit. Under her leadership, SAP's worldwide Automotive turnover increased by 80 %.

In January 2006, she took over as Head of Manufacturing Industry. Owing to her success, she was entrusted with the global leadership of the Value Architect Team in the Corporate Value Management Office in 2009. This unit in SAP's global field organization is responsible for building scalable programs for holistic value creation through IT in customer engagements on a global scale.

From 2010 to 2013, she was Senior Vice President with responsibility for managing the SAP industry solutions for manufacturing industries at global level. In this function, her responsibilities included Industry Solution Management and its marketing strategy, a role

which involved close contact with customers from all manufacturing industries. She acted as Executive Sponsor for renowned customers.

She holds a Master's degree in Mechanical Engineering and a PHD in Computer Science for Mechanical Engineering from the University of Karlsruhe, Germany. As a true world citizen she has lived in Germany, Tokyo, Philadelphia, Toulouse, Padova and Singapore.

### About proxia consulting group ag

proxia consulting group ag is an international management consultancy firm headquartered in Switzerland and with branches in Europe and Asia. With more than 25 years' experience in SAP consulting, proxia has profound expertise in SAP® Business Suite ECC, SAP S/4Hana, SAP Hybris and SAP solutions for the automotive sector. proxia develops powerful solutions for clients' needs and integrates customized extensions, innovative proxia products and specialized manufacturer and third-party solutions into existing systems.

proxia specializes in distribution and service processes and the supporting spare-parts logistics processes in the automotive and discrete manufacturing industries.

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