

NORBERT HANFSTEIN

Dipl.-Betriebswirt (FH) · Bachelor of Business Administration

Kirchstr. 44 · 72555 Metzingen, Germany · +49 151 2015 0000 · norbert.hanfstein@gmail.com · Birth name: Hrcek

PROFILE

17 years of experience in process and transformation projects at Porsche AG and Capgemini – with international assignments across 7 countries. At Porsche, I simultaneously managed up to 4 strategic transformation projects, developed 50+ key users, accelerated process cycle times by 66%, and built the quality management system of a 30,000-employee corporation from scratch through ISO certification. I translate strategy into actionable systems, navigate stakeholders at director level – and I make people want change, not just tolerate it.

CORE COMPETENCIES & EXPERTISE

Transformation & Change Enterprise-wide process & organisational transformation, change management, culture development, managing change resistance, stakeholder alignment	Process Management End-to-end process architecture (hire-to-terminate), modelling (Signavio/ARIS), workflow automation, continuous improvement (KVP/Lean), benchmarking
Project Management & PMO Cross-functional team leadership (10+ stakeholders), stakeholder management up to director level, PMO setup, multi-project steering (4 parallel)	Quality Management ISO 9001:2015 / DIN EN ISO, certification ownership, internal & external audit coordination, QM representative, risk management
ERP / SAP SAP ERP 6.0, MM, SD, WM, CS, BW · FIT-GAP · Business Blueprint · SAP Solution Manager · International rollouts (7 countries)	Leadership & Development Functional leadership (10+), 50+ key users & process modellers developed, coaching, training design, escalation management
Languages & International German (native) · Hungarian (native) · English (business fluent) · Serbo-Croatian (fluent) · Slovak (basic) · 7 countries (CN, IN, PL, QA, CH, HU, FI)	Tools & Digital SAP · MS Project · MS Office 365 · BIC Cloud / ARIS · JIRA · Confluence · ServiceNow · PPM systems

PROFESSIONAL EXPERIENCE

Project Lead Process Management & Quality Management Representative

Dr. Ing. h.c. F. Porsche AG · Stuttgart-Zuffenhausen, Germany

05/2016 – 03/2025

Group with approx. 30,000 employees · Three internal role changes with growing responsibility · Cross-functional project teams (10+ members) · Resource & project cost ownership · Stakeholder management at director and executive division level

- HR process architecture developed and transformed group-wide: end-to-end redesign (hire-to-retain) across HR and adjacent departments – conception, FIT-GAP analysis, implementation of workflow-based systems aligned with HR@Porsche best practices
 - ISO 9001:2015 certification of the HR division fully owned: established quality management standards incl. risk management and industry benchmarking; coordinated all internal and external audits as Quality Management Representative (QMR)
 - Digital idea management system designed and rolled out group-wide: tool selection, implementation, innovation campaigns and workshops – cycle times accelerated by 66%, established as new group standard
 - Strategic PPM system built for the entire HR division: KPI framework, prioritisation logic, transparency reporting for HR leadership – first-ever project visibility at management level; 50+ key users and process modellers developed and trained, up to 4 transformation projects managed simultaneously
- ▶ Key Achievements
- ✓ 66% faster process cycle times – digital idea management established as the new group standard
 - ✓ ISO 9001:2015 certification: built from scratch, successfully completed, permanently embedded
 - ✓ First-ever project transparency in the HR group division – PPM introduced as a strategic management tool

Senior Consultant & Project Manager

Capgemini Deutschland GmbH · Stuttgart, Germany · CN, IN, PL, DE

04/2012 – 05/2016

Global IT group (180,000 employees, 40+ countries) · Industries: Automotive, Pharma, Retail · International ERP rollouts

- Project management for SAP system rollout at an automotive client (Cologne): took over PMO responsibility including status reporting, issue management, risk management and rollout coordination in a complex stakeholder environment with constantly shifting conditions
 - Point-of-sale solution for Mercedes-Benz Cars introduced in China: local requirements gathering, FIT-GAP analysis, process optimisation, on-site project coordination – delivered on time and scalable
 - Process migration to India executed end-to-end: knowledge transfer, SLA model, offshore coordination and quality assurance – smooth transition despite complex stakeholder dynamics
 - ERP harmonisation for an automotive client (Poland/Wroclaw): knowledge transfer workshops, interface management, authorisation concept developed and implemented
- ▶ Key Achievements
- ✓ 4 countries, 4 rollouts – every project delivered on time and sustainably
 - ✓ India process migration: complex stakeholder environment successfully navigated – seamless transition, service quality secured

SAP Consultant Application Management

All for One Steeb AG · Filderstadt-Bernhausen, Germany · DE, CH

01/2011 – 04/2012

- SAP consulting & support (CS, MM and adjacent modules): escalation management and solution ownership in client support, involvement in client projects (PM, resource coordination, controlling), feasibility studies and effort estimations
- Long-term client relationships built and maintained; contribution to development of industry solutions; fast, sustainable solutions delivered for clients

Business Analyst | PMO & SAP Consultant

CSC Deutschland Solutions GmbH · Wiesbaden, Germany · DE, QA

02/2008 – 12/2010

- Process consultant and interface architect for financial reporting harmonisation; IT architecture analysis, SAP BW integration, SAP ERP 6.0 migration (MM, SD, CS customising)
- PMO support, issue & integration management, project preparation & go-live readiness; project organisation Next-Gen Retail Bank Doha/Qatar; IPMA Level D (GPM) and CSC Project Leader Core Qualification obtained in parallel

ENTREPRENEURIAL EXPERIENCE & SELF-EMPLOYMENT

Real Estate Agent (employed)

Kreissparkasse Reutlingen · Reutlingen, Germany

06/2025 – present

- 25+ residential property transactions managed end-to-end: valuation, acquisition, advisory, marketing & contract processing within a banking environment
- Sales processes analysed, streamlined and digitised – shorter marketing cycles and more structured client management as a result
- Systematic network development with property owners, investors, notaries and banks; targeted online and social media marketing

Real Estate Agent (freelance)

Goldschild Immobilien GmbH · Reutlingen, Germany

02/2024 – 02/2025

- Brokerage of residential properties with 2 successful transactions; full ownership of the sales process
- Marketing concept developed and implemented; new sales and process structures introduced – operational efficiency and market presence measurably improved

Senior Consultant – Strategy, Process & Marketing (freelance)

Self-employed

03/2022 – present

- Strategic advisory for two aesthetics industry companies: process optimisation, sales strategy, marketing repositioning and complete rebranding
- New company location built from scratch and operationally established; market presence significantly increased through targeted positioning and professional brand appearance
- Social media presence built from zero and continuously scaled – measurably higher reach and new client acquisition as a direct result

ACADEMIC EDUCATION

Diplom-Betriebswirt (FH) – Industrial Engineering / Production Management	2003 – 2007
Reutlingen University (ESB Business School) · Exchange semester Budapest Tech, Hungary (2004/05)	
Bachelor of Business Administration – International Business (Double Degree)	2005 – 2007
HAAGA-HELIA University of Applied Sciences, Helsinki, Finland	