



Dipl.-Betriebswirt (FH), BA

Dirk Otto

Partner

Summary

Studied business administration in Germany and the United Kingdom 20 years' professional experience in management positions and specialist areas

Certificate programme in international retail management. (University of St. Gallen)

Restructuring manager (GSO Mgmt. Institute, Nuremberg)

International experience

UK, Asia, Spain, Latin America, Switzerland

Functions

Consultant/project manager, managing director, member of group management team, head of category management

Operational experience

Process reengineering

Consumer goods & retailing, vertically integrated luxury brand, engineering, clothing trading groups, listed food & non-food trading company, medium-sized textile company

Reorganisation / restructuring

Vertically integrated luxury brand
Clothing trading companies FMCG trading company

Corporate turnaround management

B2B service provider, medium-sized textile company (production)

Business start-up

Vertically integrated luxury brand
Business-to-business service

International expansion management

Consumer goods sector, vertically integrated luxury brand

Strategic realignment

Clothing trading group

Professional career

After studying business administration (five semesters in London & Hong Kong), he started his career with THE BOSTON CONSULTING GROUP in Madrid in 1990. Following two years in BCG's Madrid office he moved to their Munich office. He worked on projects in Germany and abroad (Mexico), primarily in the engineering sector.

1994 Joined the Bally Group (Switzerland) as assistant to the CEO

1996 Managing director of Bally's Spanish subsidiary.

1999 Member of the Bally Group's management board in Switzerland

2000 Country manager at the Spanish group INDITEX (Zara).

Prior to the launch of Management Support Partners in late 2001, he performed various advisory and interim management roles.



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