

# DOMINIK ENDLER

## EXECUTIVE PROFILE

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**Dominik Endler** is a highly accomplished Business Executive, with global experience in business strategy and execution. His track record includes a proven ability to lead and elevate Customer & Commercial Excellence programs to extraordinary success.

Originally from Germany, Dominik was expatriated by Bekaert in 2010 to lead with full P&L responsibility various business units in North America. Bekaert is a global leader in material science of steel wire transformation and coatings with €6.9 Billion combined sales ('22) and 27,000 employees around the globe.

In 2019, based on his successes and background in the commercial field, the former Group CEO of Bekaert, offered him the opportunity to take a central role, as the Global Vice President of Customer & Commercial Excellence and Chief Marketing Officer. In this position, Dominik led a global team, driving the global transformation program of Bekaert for commercial performance, while working from the US and Bekaert's headquarter in Belgium.



This role included:

- Implementation of a global Price Management program, resulting in a significant EBIT improvement of > 2% on sales in the last 2 reporting years.
- Introduction of Digital-in-Commerce with multiple online applications, inside of a companywide digitization transformation.
- Leveraging Commercial Performance which encompassed various elements like Commercial Maturity Assessment, Customer Segmentation, Account Planning, Account Management, introduction of advanced CRM, (semi)-automation of the global Quote-to-Cash process and extension of the Commercial Academy.
- Launch of the Customer Centricity Transformation "Customer Delight".
- Responsibility as the Project Owner of a companywide Re-Branding and new visual concept unveiled in 2023.

Prior to this role, Dominik served as Vice President of Specialty Steel Wire and Industrial Steel Wire in Marietta, Georgia from 2015 to 2019. Managing all aspects of the business, he introduced the "Winning Business Portfolio" strategy and achieved a remarkable EBIT improvement of over 100%. During this tenure, Dominik navigated successfully through the challenges posed by trade tariffs for steel. Further, Dominik's leadership in Bekaert extends across various international roles, including Vice President positions in the United States and The Netherlands, reflecting his ability to drive growth and transformation on a global scale.

His career prior included outstanding accomplishments at MacroSystems Digital Video AG, Germany and Bayer Group where he significantly increased sales, led successful market expansions in combination with operational leadership.

With a Ph.D. in Product Marketing from the University of Cologne, Dominik combines academic rigor with practical business acumen. He holds both German and US citizenship and has actively contributed to industry associations, serving on the Board of Directors of the American Wire Producer Association (AWPA) from 2015 to 2019 and being a member of Wire Association International since 2015.

Dominik lives currently in the Atlanta metropolitan area with a second location in Düsseldorf, Germany.

Dominik Endler founded EndlerPartners ([www.endlerpartners.com](http://www.endlerpartners.com)) in 2024 as a platform to prepare for his next professional endeavor through fixed, interim, or project-based engagements. His ambition is to continue shaping and leading organizations, driving excellence, and fostering positive change by leveraging his knowledge and experience.