

Max Brandt

CEO and Managing Director

Automotive and industrial technology



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Profile

After five years in thyssenkrupp's highly automated laser-welding production, I studied business at FOM and Avans, earning a Diplom-Kaufmann (FH) and a Bachelor of Business Administration. My studies accompanied my progression into operational management. This practical and academic grounding underpins my subsequent work in global commercial leadership and CEO / CFO roles.

I have deliberately challenged myself with each career move, taking on a different function, industry or business situation. I have restored profitability, built sales organisations and global key-account management, and opened markets beyond automotive. Metals and automotive are my core industries; consulting adds depth in aerospace, logistics and process industries. I have also led start-ups at ElectricBrands and strato7.

Experience that has shaped my work

Rebuilding a business at EDGE.

As CEO and CFO, I restored profitable growth after restructuring. Revenue increased from **EUR 18m** to **EUR 52m**. We generated **EUR 8.7m** in new business in one year against a forecast below EUR 2m. I expanded into aerospace and machinery, Southeast Asia and North America, and repositioned the business around precision-machining technology.

Transforming Tailored Blanks and working in China.

I helped relaunch the business through four new product lines, expansion beyond automotive and five implemented process-technology patents. I built the Global Technology & Sales Circle to connect innovation and commercial execution. My 2.5 years in Wuhan supported post-merger integration associated with an approximately EUR 260m transaction.

Building global sales and key accounts at MKM.

I led sales, marketing and R&D, with **95 employees** at **seven international locations**. I built global key-account management, reorganised sales and introduced new pricing and product-management structures. Material sales exceeded **400,000 tonnes** and profitability improved by **four percentage points** as we broadened the customer and product portfolio.

Leading start-ups at ElectricBrands and strato7.

At ElectricBrands, I strengthened governance, procurement and industrialisation under financing pressure. At strato7, I developed the consulting business from fka's platform, building client relationships and partnerships in industry and mobility.

How I work

I set clear priorities and give people responsibility. I want colleagues to challenge my thinking, and I remain accountable for decisions and results. Developing leaders matters to me because the business has to keep improving beyond any single initiative.

Next role

I am seeking a permanent CEO, Managing Director or General Manager role with responsibility for the business and its people over the long term. I am also open to regional leadership, CCO or CGO roles and leadership of a private-equity portfolio company where the scope fits that responsibility.

Available from **now**. Open to relocation and international responsibility across Europe, Asia and North America.

fka GmbH and strato7 GmbH

Aachen, Germany

08/2025 - 09/2026 | CEO, subsequently Partner, strato7 GmbH

05/2024 - 07/2025 | Managing Partner Consulting, fka GmbH

Built the consulting platform at fka and subsequently led strato7 as a consulting start-up, combining engineering expertise with advice to industrial and mobility companies.

- Built and qualified EUR 3.6m in order volume within 24 months and secured two long-term Sino-European positioning partnerships.
- Advised executives on market entry, growth and operating models, drawing on technology roadmaps and market research. Developed consulting services in sales transformation, regulation, sustainability, AD/ADAS data and AI.
- Developed an approach for European industry based on China Speed research: shorter decision cycles, earlier industrialisation and pragmatic risk management.

08/2023 - 03/2024 | Frankfurt, Germany

ElectricBrands AG

CEO / Chairman of the Executive Board

Electric light-commercial-vehicle and micro-mobility start-up facing severe financing and market pressure.

- Professionalised governance, the product portfolio, procurement and industrialisation. Built sourcing and partner structures in Europe, the Middle East and China; strengthened in-house development and manufacturing options.
- Led investor discussions concerning more than EUR 120m in potential funding and stakeholder communication during insolvency self-administration.

03/2020 - 07/2023 | Hamburg / Neustadt, Germany

EDGE – The Precision Blanks Company GmbH

Managing Director / CEO & CFO

Precision blanks and advanced machining; responsibility for turnaround and repositioning.

- Restored profitable growth after restructuring. Revenue increased from **EUR 18m** to **EUR 52m**.
- Generated **EUR 8.7m** in new business in one year against a forecast below EUR 2m. Expanded into aerospace and machinery, Southeast Asia and North America.
- Reorganised operations, pricing and global sourcing. Built development partnerships and filed the company's first steel-milling patent.

09/2017 - 02/2020 | Frankfurt, Germany

UMS Consulting GmbH & Co. KG

Partner, Strategic Consulting & Sales

Strategy and sales consulting for industrial clients.

- Built new advisory services and a stronger key-account sales organisation. Won clients in Europe and Asia, gaining deep insight into aerospace, logistics, machinery and process industries beyond my core sectors.

03/2017 - 08/2017 | Gelnhausen, Germany

Veritas AG

Interim Vice President Sales & Global Business Development

Family-owned automotive supplier undergoing a strategic and ownership transition.

- Held commercial responsibility for approximately EUR 650m and led 55 sales employees across Germany, Mexico and the USA. Reorganised sales, added sales-service functions and strengthened senior customer relationships.

02/2015 - 02/2017 | Leipzig, Germany

MKM Mansfelder Kupfer und Messing GmbH

Head of Global Sales, Marketing & R&D

Global sales, marketing and R&D responsibility, with 95 employees at seven international locations.

- Built global key-account management and reorganised sales, pricing and KPI-based controlling. Material sales exceeded **400,000 tonnes**; profitability improved by four percentage points.
- Established product management and integrated R&D. Broadened copper-alloy and coating portfolios, diversified customers, contributed to two M&A projects and relaunched the brand internationally.

01/2014 - 02/2015 | Gothenburg, Sweden

AP&T Group AB

Director Customer Projects

International projects in lightweighting, automation and production systems.

- Managed >EUR 180m across 50+ programmes. Recovered underperforming projects and established a cross-company PMO, project teams and monitoring to improve delivery and risk escalation.

09/1997 - 01/2014 | Duisburg, Germany / Wuhan, China

thyssenkrupp Tailored Blanks / WISCO Tailored Blanks / Baosteel

Production and functional leadership, then corporate strategy and global business development

Five years in laser-welding production; then leadership in production planning, quality and technology.

- Relaunched Tailored Blanks with **four new product lines, five implemented process-technology patents** and expansion beyond automotive. Approximately EUR 240m in portfolio and new-product responsibility.
- Spent 2.5 years in Wuhan supporting integration linked to an approximately EUR 260m transaction. Built the Global Technology & Sales Circle and customer/university development partnerships.

Education and qualifications

2005–2010: Diplom-Kaufmann (FH), FOM; Bachelor of Business Administration, Avans. Lean Six Sigma Black Belt. Earlier vocational training as a materials tester (physics).

Languages and international experience

German native; English fluent; Mandarin and Spanish basic. China engagement since 2008, including 2.5 years in Wuhan. Open to relocation and intercontinental commuting.

Writing and public work

Author of China Speed – Schnelle neue Welt (Forward Verlag, 2026; SPIEGEL bestseller). Featured in brand eins / thema Beste Berater 2026 and Business Punk Watch List 2024. Speaker on China and industrial competitiveness.