

# Hendrik Wawers

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## EDUCATION

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- ESADE Business & Law School** **Barcelona, Spain**  
*M.Sc. in International Management + CEMS Master in Management (GPA: 9.2/10 – Top 10%)* 09/2017 – 09/2019
- Master thesis on the design of successful corporate accelerators (Marketing version published)
  - 1<sup>st</sup> place in Oliver Wyman Iberia Case Competition 2017 (out of more than 200 teams and 1000 students)
- Corvinus University of Budapest** **Budapest, Hungary**  
*CEMS Exchange Semester (Distinction)* 02/2019 – 06/2019
- CEMS Research Paper with Mastercard Advisors on the disruption potential of blockchain in retail banking
  - 1<sup>st</sup> place in CEMS Start-Up Challenge 2018 (out of more than 50 participating teams)
- University of Cologne** **Cologne, Germany**  
*B.Sc. in Business Administration (GPA: 1.7/1.0 – Top 15%)* 10/2013 – 09/2016
- Bachelor thesis on the perception of private label tiers across product categories

## WORK EXPERIENCE

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- McKinsey & Company** (Strategy Consulting) **Berlin, Germany**  
*Consultant - Strategy Consulting, LEAP by McKinsey* 10/2019 – today
- Developed, built and scaled digital business models together with clients from various industries (+10 projects)
  - Created firm internal best practice approaches and publications for venture building across a startup's lifecycles
- Goodbuyauto.it** (Automotive Startup) **Milan, Italy**  
*Intern - Business Development* 07/2018 – 09/2018
- Supported the firm's pivot from a B2C to a B2B SaaS startup as right hand of CEO and founder
  - Developed a thirty-page business plan on a big data based technology to calculate cars' intrinsic value in real-time
- McKinsey & Company** (Strategy Consulting) **Cologne, Germany**  
*Fellow Intern - Strategy Consulting, LEAP by McKinsey* 07/2018 – 09/2018
- Build up a bank's new business model in a digital business building study with focus on the go-live phase
  - Developed a bank's digital agenda including target vision, prioritized action fields and a roadmap
- Henkel Peruana S.A.** (Consumer Goods) **Lima, Peru**  
*Intern - Operations* 05/2017 – 07/2017
- Coordinated key SCM figures (e.g. inventory, delivery) and determined weekly demand forecast
- Accenture Plc** (Management Consulting) **Düsseldorf, Germany**  
*Intern - Financial Services at Accenture Strategy* 12/2016 – 03/2017
- Developed a strategic concept ensuring the functional and technical roll-out at all project stages
- REWE Group Buying GmbH** (Consumer Goods) **Cologne, Germany**  
*Working Student - Category Management* 03/2016 – 11/2016
- Established SAP as a single admin. system to facilitate data analysis and work flows for over 2.000 employees

## EXTRACURRICULAR ACTIVITIES

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- World Business Dialogue** **Cologne, Germany**  
*Corporate Relations Manager* 03/2014 – 04/2015
- Organized the biggest international student-run business conference worldwide with 30 fellow students
  - Generated €50,000 by acquiring new business partners as Corporate Relations Manager
  - Led two student-run consulting projects including six team members each as Project Manager

## ADDITIONAL

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**Languages:** German (native), English (fluent), Spanish and Italian (professional working proficiency)  
**IT Skills:** MS Office Word – Excel - Power Point (advanced knowledge); SPSS – SAP (intermediate knowledge)  
**Honors & Awards:** DAAD scholarship for graduates abroad; ESADE scholarship for excellence; GMAT: 710/800

Berlin, the 7<sup>th</sup> of October 2021, 