

## Basic Data

Customer / Branch of Industry:	Petrol station operator network (alternative energies) Establishment of petrol station infrastructure
Project Period:	16 months
Tasks:	Founding and Development of Start-up
What the customer was looking for:	Experienced manager with project management-expertise, start-up knowledge and stakeholder management experience

## The Project in 2 Minutes.

*Mr. Sreball, you worked for 16 months as a CEO for a joint venture of large conglomerates. What were your tasks??*

Let me provide you with a short summary:

- Structuring and building a team with 12 functions (full-time positions)
- The construction of seven hydrogen filling stations (planning, approval, strategic planning, commissioning)
- Establishing central business processes, such as network planning, purchasing, account assignment and controlling guidelines
- Finalizing and implementing applications for support, also at European level
- Revision and adoption of businessplan by shareholders' meetings
- Development of a corporate identity, amongst others to create a website as well as the organization of trade fair appearances
- Achieved the milestones as documented in the business plan
- Introduction of joint venture to national and international stakeholders (at the level of German federal policy and the European Commission)
- Participation in specific bodies, such as the CEP (Clean Energy Partnership)

*Could you briefly describe what the greatest challenges for you and the company were?*

On the one hand there was the fulfillment of expectations of the stakeholders and secondly, the "management of change" in the way the shareholders think and act. Additionally there was the achievement of contractual milestones and bringing life to an initiative that has been progressing for 15 years.

*Now that your successor is found, kindly let us know which three central foundations he can build on.*

- Approved business plan
- Established business processes and internal guidelines
- Expandable company organization with already contractually committed executives

*We look forward to a future of successful projects with you!*

### Frank Sreball

Physicist, 50 years old  
Interim Manager since 2006

Focus:  
High-tech, Start-up,  
Business development,  
Team motivation,  
Change Management

Languages:  
German, English

