



CRM / xRM Specialist

**Martin  
Henke**



# Martin Henke

## Personal Viewpoint Objective

Since 2002 I was active in the CRM area as a Founder and CEO of Different Solutions Gesellschaft für IT Lösungen mbH (Waldkraiburg , Germany) and from April 2015 to January 2016 as CEO for Different Solutions GmbH (Zug, Switzerland) and supervise the launches, and the "expansion" of vtiger CRM (vtiger.de and forum.vtiger.de was operated by Different Solutions) and VTC CRM for sales, marketing and service of the SME market, as well as start-ups and corporate divisions (Allianz, German Postbank, VW, Mitsubishi, Fujitsu, Bertelsmann, SAG, Burda International and much more..).

Here has always been important to me, not only to put „technology“ in the center, but to generate the harmonization of cross-business processes with the long-term target of a 360° overview of the customer.

## Education

**Study of Computer science – Fachhochschule Rosenheim (Germany)**  
Informatik

### Various qualifications of CRM Vendors

Experience in Salesforce (latest Version), MS Dynamics CRM (latest Version - 2016), Sugar CRM (latest Version), vtiger CRM (latest Version), VTC CRM (latest Version)

## Experience Work Experience

### 2016 | MH IT-Solutions

#### Position : Founder

Since 2016 Founder Martin Henke IT-Solutions, Waldkraiburg (near Munich), Germany

### 2002 | Different Solutions

#### Position : Founder / CEO

2002 – 2016 Founder and CEO – Different Solutions GmbH, Waldkraiburg (near Munich), Germany

### 2002 | Einsteinet AG

#### Position : Sen. Consultant

2000 – 2002 Senior Consultant ASP (Application Service Providing) – Einsteinet AG, Munich, Germany

**Name :**

Mr. Martin Henke

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## Languages Working languages

German (native language)  
English (business fluent)

# Personal Development

## Awards won in the past

**2013**  
Innovation Prize "Best of CRM"  
for VTC CRM 2013  
ITK Initiative Mittelstand

**2007**  
Innovation Prize CRM  
for vtiger CRM 2007  
ITK Initiative Mittelstand

## Interests Hobbies and private

Acting  
Playing Piano  
Creative Design  
Reading, Testing Applications  
Fitness, Sports  
Photography, Movies

## Business References

### Selected References

Concept of Corporate Network for Intra-ASP – HILTI International  
(Einsteinet)

Concept of Corporate Network for Intra-ASP – NORTEL (Einsteinet)

Feasibility study of Corporate Network for Project MAUT – German  
Government (Einsteinet)

Implementation and Customizing CRM Project with vtiger CRM –  
Allianz24, AllSecur (Different Solutions)

Development of Complete Own Solution CRM Project on top of vtiger  
CRM – German Postbank (Different Solutions)

Implementation and Customizing CRM Project with vtiger CRM – VW  
Qualifizierungsgesellschaft (Different Solutions)

Implementation and Customizing CRM Project with vtiger CRM –  
Mitsubishi Electric (Different Solutions)

Development of an own CRM Application – VTC CRM (Different  
Solutions)

Implementation and Customizing different CRM Projects with VTC  
CRM – Bertelsmann Finance (Different Solutions)

Implementation and Customizing CRM Project with VTC CRM – MMV  
Energie (Different Solutions)

Implementation and Customizing CRM Project with VTC CRM – SAG  
(Different Solutions)

Implementation CRM Project with VTC CRM – Burda International  
(Different Solutions)

Development of an own CRM Application (Fujitsu CRM) on top of VTC  
CRM – Fujitsu Technology Systems Germany (Different Solutions)

Implementation CRM Projekt with MS Dynamics – Spairliners  
(Lufthansa / Airfrance) - as Freelancer for HSO

## selected Project- References

### Main tasks in CRM projects

Consulting of the customer in the evaluation and realization phase from various CRM systems on SQL or Oracle basis such as Salesforce, MS Dynamics, Sugar CRM, vtiger CRM, VTC CRM etc., Conducting different workshops at the customer like business process analysis, requirements analysis, modeling of Business processes, actual-target analysis, use-case analysis, support in the creation of use cases. For major projects like Bertelsmann, Postbank, Allianz, Fujitsu, I took over the project leading and project management. On the basis of the results from the workshops, I worked with the development team to develop customized solutions and implemented them in the selected CRM solutions as part of customizing projects. Data migration, customizing, proprietary developments, etc. were mainly implemented with agile software development such as Scrum.



#### 07/2011 - 07/2013 | Fujitsu Technology Systems Development of an own CRM Application (Fujitsu CRM) based on VTC CRM

Conduct workshops such as business process analysis, requirements analysis, modeling of business processes, actual target analyzes, use case analysis, support in the creation of use cases. Project leading and project management throughout the development phase up to go-live and rollout.

**Reference Mr. Maurizio Strasser  
(former Head of CRM Fujitsu now  
Salesforce)**

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[linkedin.com/in/mauriziostrasser](https://www.linkedin.com/in/mauriziostrasser)

#### 07/2008 - 05/2011 | Bertelsmann Finance Development of a platform for the distribution of energy products Secura Energie, (MVV-Energie) Cleverty (RWE) Strasserauf (EVO Oberhausen)

Conduct workshops such as business process analysis, requirements analysis, business process modeling, project leading and project management throughout the development phase, go-live and rollout.



#### 01/2017 - now | Spairliners (Lufthansa / Air France)

Conduct workshops for business process analysis, requirements analysis, project leading and project management



#### 10/2006 - 01/2008 | Postbank Factoring GmbH Development of a rule-based quote wizard

Conduct workshops such as business process analysis, requirements analysis, modeling of business processes, project leading and project management throughout the development phase.

**Article in t3N-Magazine:  
[t3n.de/magazin/vtiger-crm-  
framework-regelbasierter-  
angebotsassistent-220136/](http://t3n.de/magazin/vtiger-crm-framework-regelbasierter-angebotsassistent-220136/)**



#### 11/2010 - 04/2010 | AllSecur (Allianz-Subsidiary) Development of a customer loyalty application

Conduct workshops such as business process analysis, requirements analysis, business process modeling, project leading and project management throughout the development phase, go-live and rollout.



## 2015 - 2017 | Selection Projects CRM

2017 - Current Spairliners (Lufthansa / Airfrance)  
2016 - Swisscom Health (Zürich)  
2016 Pantaflix (Netflix-alternative of Mathias Schweighöfer)  
2016 TU Bern  
2015 SAG GmbH  
2015 Lurse AG  
2015 Burda International GmbH

## List of other projects

### CRM :

Arvato GmbH  
Barketing IMS GmbH  
MVV Energie  
Ben Elmecker  
Bull Holding AG  
Continuing Education Center (TU Wien)  
DENO Deutsche Energieoptimierung Vertriebsgesellschaft mbH & Co. KG  
dmc digital media center GmbH  
DÖKA Asia Sdn. Bhd.  
DOOR Deutschland GmbH  
engage AG  
ETH Zürich (TU Zürich)  
Fleet Control Monitor GmbH  
FUJITSU Enabling Software Technology GmbH  
Hoseco GmbH  
ination Software GmbH  
ITyX GmbH  
Jedoxx  
language2be  
Lurse AG  
manager manufaktur  
Matrix Technology AG  
metafinanz-Informationssysteme GmbH  
neuland GmbH & Co KG  
Okosu GmbH  
OMS Vermarktungs GmbH & Co. KG  
orangemedia.de GmbH  
ottoindustries  
Performance Marketing GmbH  
Pro Cont Sales AG  
PROVISO  
QUADIA ONLINE VIDEO GMBH  
Romulus Areal GmbH  
SCIROTEC GmbH  
store2be  
Team Internet AG  
TimeGlobe GmbH  
uniMedia Service  
Volkswagen Coaching

Thank you for  
**your Attention.**