

PATRICK NOTZON

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OBJECTIVE

Growth obsessed Business and Strategy Operations Leader with 11+ years' experience within the Energy Business in different management positions and areas (Renewables, Wholesale, Retail, Business Development). Entrepreneurial spirit, highly ambitious and extremely motivated in building up and executing growth strategies from scratch with proven track records. Several years of experience in leading international projects and cross-functional teams to bring about operational impact and improvement into strategy, process and profitability. Highly flexible and market oriented who sees changes as Chances. Leveraging new technologies and mobile applications to cross-sell green energy. A dynamic leader with strong and balanced skills in creating an environment of high performance and strong people empowerment.



SKILLS

- Ambitious
- Strong leadership
- Customer-oriented
- very sales oriented
- Hungry for Success
- entrepreneurial thinking
- people-oriented
- deep dive into processes and products
- solution-oriented
- Creative / Innovative
- Striving for continuous improvements



EXPERIENCE

Managing Director | Alpiq Energie Deutschland GmbH (Berlin)
Head of Business Development and Sales Optimization DACH
10/2020 – NOW

- Restructured the German organization with people from different business segments (Energy Retail, DTI, Sales) and merge them into a high performing customer centric service division
- Initiated a new DACH Sales operation model and strategy from scratch by implementing new services such as business and market analysis, product management, after sales service, customer processes including Billing and Settlement
- Launched and Implemented new products from scratch including Registration and Licensing across all business areas such as Full Supply Germany, Renewable Options and Flexibility Management

- Partnered with IT and Business Intelligence to bring in new technologies and applications such as MS Power Platform, Kanban and Miro to implement new customer processes and accelerate existing ones
- Standardized customer sales processes and contracts within the DACH region leading to significant efficiency improvements in terms of cost and time
- Led the Energy Retail Divestment Project in Germany with a strong positive PnL contribution due to the implemented risk strategy

Managing Director | Alpiq Energie Deutschland GmbH (Berlin) Head of Energy Retail Germany

07/2019 – 09/2020

- Set up a new Business Unit “Energy Retail” in Germany by hiring 7 FTE with a budget responsibility of 4 Mio CHF
- Started from scratch and turned the business from 0 to 30 Mio Euro turnover and from 0 to 22.000 Customers within 1 year
- Developed and Executed the Sales and Product Strategy by partnering with several Companies across all business segments (Fintech, Smart Meter Operators, Property Management) and supported other European Market Entry strategies such as France and Poland
- Initiated a strong KPI Monitoring and reduced the Cost to Acquire up to 20 % and the Cost to Serve via digitalized automated processes up to 25%
- Launched a new B2C Smart Home Brand from scratch incl. Product, Sales and Marketing strategy via Social Media called Claridoo as a vehicle for the sale of data-driven, app-based B2C business models
- Partnered with Internal Trading, Finance and Risk Division to implement sustainable hedging and risk strategy
- Renewed and Implemented Alpiq`s Data protection framework for a highly sensitive B2C customer business

Director of Strategy and Business Development | Alpiq Deutschland GmbH (Munich and Olten (CH))

04/2018 – 07/2019

- Established a German branch office in Berlin as an in Group embedded start-up including interfaces to the Parent company (CH)
- Project Leader across 4 countries with a successful achievement of a budget release of 4 Mio CHF for the development of a retail Start-up in Germany
- Project Lead for 3 M&A Processes to strengthen our growth path within the E-Mobility and Retail Segment
- Realized several analysis of internal core competencies leading to significant cost improvements by identifying suitable service providers (IT, Legal and Backoffice) and implementation of core interfaces to internal divisions (Finance, Controlling, Credit, PMS, Trading)

Head of Product and Business Development | Alpiq AG (Olten (CH) and Munich (Kraftanlagen)

07/2015 – 03/2018

- Lead the Origination Team in Germany in the areas of direct marketing (Wind, PV, Biogas), flexibility Management and Third Party Asset Management with a strong focus on Utilities and Renewable Asset Owners
- Developed a multi-segment strategy in Germany for Third Party Asset Management Solutions by partnering with the Group Owned Power Plan Constructor “Kraftanlagen Munich”
- Implemented a potential growth strategy for the German Direct Marketing Business by acquiring potential cooperation partners with a proven track record of 5.000 MW in Wind and PV Assets under management
- Partnered with Internal Divisions (Trading, Legal, Compliance, Risk) to analyze and develop market required products via cross-team projects, leading to execution of several contracts (Portfoliomanagement Services, Grid reserve contracts)

Key Account Manager | Danske Commodities

01/2014 – 06/2015

- Executed the German Market Entry Strategy for a foreign trading company with a sustainable development of customer relationships on the wholesale side (municipals, distributors and large industrials) and a proven track record of the highest number of sold Origination Contracts in 2014
- Transformed customer demands with very strong focus on time to market into new products in the areas of Origination products, CO2, Gas and Power
- Continuous Improvement and Controlling of sales strategies including Customer Segmentation for highly complex trading cooperation models and third party Asset Management Solutions
- Cross-team project management e.g. in the area of English LEC certificates for German waste plants and construction of e-boiler projects

Sales Director and authorized Officer | sanogas GmbH (Ubstadt-Weiher)

07/2012 – 01/2014

- Developed the infrastructure of a private owned start-up in the B2C and B2B natural gas end customer business including Licensing and Registration, Partnerships and Market Entry Strategy
- Identification and Implementation of B2B and B2C (Online and Offline) Retail products including Risk Policies, Pricing, Contracts, Billing and Settlement
- Leadership for the internal and external Sales Team (4 Direct Reports)
- Defined and Executed the Sales and Marketing Strategy with charitable societies and Insurance Sales Agents

Sales Director and Shareholder | goldgas SL GmbH (Bad Homburg)

06/2009 – 06/2012

- Developed and Executed the sales process and strategy for a new unknown start-up in the German energy retail sector (B2B and B2C) via online channels and later via an own direct sales team with a proven track record of a total sales volume of approx. 4 TWh gas and around 250.000 Customers under management
- Developed tailor-made market access and procurement models for industrial and commercial customers
- Defined a sustainable Product and Pricing Strategy with a strong focus on B2B Industrial Gas Customers
- Transformed and Led 5 FTE from non- Energy business areas into sales and pricing expert managers

Research Assistant | Georg August University (Göttingen) Chair of Economics

03/2009 – 06/2009



INTERESTS

Watches, Calisthenics, Personal Development, Food, Swimming



EDUCATION

Diploma in Business Administration | Georg-August University (Göttingen)

10/2003 – 11/2008

Degree: Diploma, overall grade: 1.8