

Name **Andreas von Lochow**

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Auf dem Natenberg 24
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Date & place of birth 10.09.1970 in Gross-Umstadt

Martial status married to Katharina von Lochow, Physician
4 daughters (13/15/17/20)



PROFESSIONAL EXPERIENCE

Since 08/2013

Independent Management Advisor TCC-KG, Hamburg

Strategic and operational advice for SME, digital companies, private equity, venture capital, manufacturer and leading strategy consultancies with focus on mobility and ecommerce. Successful implementation of numerous projects with clients like BMW, Volkswagen, eBay (mobile.de), Project-A, BC Partners, Altor, 3i, McKinsey, BCG, BCG-X and Berylls.

Recent Projects:

PE: Carrying out due diligence, market and competition analysis for a potential investment in one of the largest Dealer Software Companies. (2023, 1 month)

PE: Carrying out technical due diligence, market and competition analysis for a potential investment in one of the largest European BtoB used car auction platforms. (2023, 6 months)

German OEM: Development of a international digital vehicle sales funnels for BtoC, BtoB and fleet customers. Alignment of goals and success-definitions between all stakeholders. Carrying out e-commerce workshops. (2022 – 2023, 15 months)

Online Player: Carrying out a strategic plan review on behalf of the shareholder. Review of the business plan. Creation of a potential analysis for the e-commerce route. (2022, 4 months)

German OEM: Conception and development of the European used car platform heycar. Development of the business plan, coordination with shareholders, board of directors and management, participation in all relevant board meetings and shareholders' meetings. (2018 – 2022, 48 months)

04/2009 – 04/2021

Founder & CEO Automotive Internet Shop GmbH, Hamburg

Founding and building an online shop for car accessories. Market leader in the DACH region for windshield wipers (scheibenwischer.com). Successful merger with the Hamburg Internetshop Group in 2021.

12/2010 – 07/2013

Founder & CEO Autoda GmbH, Berlin & Hamburg

Founding and setting up the first German e-commerce shop for used cars. Acquisition of Holtzbrinck Ventures and Rocket Internet as lead investors. Implementation of medium 7-figure financing rounds. Building an organization of 70 employees. Responsible for the entire sales process from sourcing to vehicle handover. Selling 2000 vehicles p.a. online. Exit to meinAuto.

07/2004 – 07/2011

Founder & CEO TCC-KG and TCR-GmbH, Hamburg

Founding of a specialized management consultancy in the area of fleet management. Carrying out leasing tenders for small to large fleets (100-25.000 vehicles). Negotiating contracts with suppliers, car dealerships and non-captive and captive leasing companies. Long-term operational fleet management. Sales of around 2000 fleet return vehicles per year through own re-marketing.

04/2002 – 06/2004

Sales-Director Europe Diageo, Hamburg

Sales & Marketing for duty-free shops in Europe, € 80m revenue, 20 employees

01/2001 – 03/2002

Vice-President Sales Lancaster Cosmetic, Frankfurt

Sales and marketing for duty-free shops in Europe, € 50m revenue, 60 employees

BOARD MEMBER / SHAREHOLDER

since 02/2023	Supervisory Board Member , Alliance Automotive Group Germany, leading distributor of vehicle parts, € 600 Mio turnover, 2.200 employees. Expert for digitalization and sustainability.
since 09/2021	Advisory Board Member & Shareholder , leadity GmbH, Münster, Software for corporate sustainability management. Partner of Center for Sustainable Leadership (ZNU) University Witten / Herdecke. Expert for sustainable mobility concepts; responsible for IR.
since 04/2021	Advisory Board Member & Shareholder , Hamburg Internet Shops Group GmbH, Automotive & Marine ecommerce platform. € 10m turnover, 30 employees, 12% ebitda.
since 04/2018	Shareholder , EMIL Group GmbH, Berlin, BtoB SaaS for the insurance industry, € 25m market capitalization, 50 employees.
since 07/2017	Advisory Board Member & Shareholder , AZOWO GmbH, Biberach, Enterprise software for mobility concepts,. Lead investor: VC Project-A, € 40m market capitalization, 25 employees Interim CEO for 6 months, Expert for Fleet-Customers, responsible for IR

PAST ADVISORY BOARD EXPERIENCE / SHAREHOLDER EXPERIENCE

04/2017 – 06/2021	Advisory Board Member Heycar GmbH, Berlin Used cars e-commerce platform. Shareholder: Volkswagen, Daimler, Allianz, Renault
04/2015 – 07/2018	Advisory Board Member & Shareholder Firmen-kfz.de, Berlin Lead-generation for the automotive industry. Exit to LDB Loeffler (Volkswagen AG)
07/2010 – 07/2014	Advisory Board Member & Shareholder AutoTopDeal GmbH, Hamburg Auction platform for used cars.

EDUCATION

04/1992 – 09/2000	Law School State Exam	Universities Wuerzburg, Goettingen, Kiel
07/1991 – 04/1992	Military Service	Tank Battalion, Sontra
06/1991	Abitur (High School)	Paul-Gerhard-Schule, Dassel

CONTINUING EDUCATION

04/2021 – 05/2021	Sustainability Manager	University Witten / Herdecke
04/2004 – 07/2004	Excellence in Key Account Management	HSG St. Gallen, Switzerland

LANGUAGES & INTERESTS

Languages	German: native speaker English: fluent Spanish: conversational
Interests	Vintage cars, hunting, golfing, travelling