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# PASCAL MARTER

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With over 15 years of professional experience, I work at the intersection of strategy, organizational transformation, and product thinking. At Infineon, I have led and contributed to complex organization design and transformation initiatives, helping business units translate strategic priorities into scalable operating models and effective governance structures. I am known for bringing structure to complex challenges and for aligning diverse stakeholders around a clear direction. At the same time, I maintain a strong builder mindset and a deep interest in technology and product development, regularly turning ideas into practical digital tools and applications. Colleagues describe me as analytical, pragmatic, and highly collaborative, with a natural ability to engage audiences and represent ideas confidently in senior forums. I am particularly motivated by roles that combine strategic thinking with hands-on creation at the intersection of business, technology, and product innovation.

## WORK EXPERIENCE

### INFINEON TECHNOLOGIES AG – STRATEGIC ORGANIZATION DESIGN

*Director* • Munich, Vienna

June 2020 – Present

- Lead strategic organization design and operating model initiatives across multiple business units, translating business strategy into scalable structures, governance, and decision frameworks.
- Advise senior leadership on large-scale reorganization and transformation programs, shaping target operating models and guiding implementation across international teams.
- Design organizational structures, role models, and governance mechanisms to improve decision clarity, accountability, and cross-functional collaboration.

- Facilitate executive workshops and alignment sessions to define organizational priorities, portfolio direction, and transformation roadmaps.
- Support post-merger integration initiatives by aligning organizational structures, responsibilities, and ways of working across combined entities.
- Build analytical frameworks and decision materials that enable leadership teams to navigate complex organizational and strategic trade-offs.
- Partner closely with cross-functional stakeholders to bridge strategy and execution, ensuring operating model decisions are practical and implementable.

## **SIEMENS AG – ADVANTA CONSULTING**

*Consultant – Senior Consultant – Project Manager – Munich*

April 2013 – May 2020

- Led international consulting teams of 2–8 members on strategic transformation initiatives, coordinating stakeholders across engineering, operations, and corporate functions.
- Advised senior stakeholders on supply chain transformation and supplier integration, improving operational efficiency and cross-functional collaboration.
- Delivered end-to-end consulting workstreams including analysis, concept development, and implementation planning for complex organizational and operational initiatives.
- Drove consulting engagements primarily within the Energy domain, supporting portfolio development, operating model adjustments, and business unit transformation programs.
- Worked in highly international environments across Europe and North America, including project engagements in the United States, Mexico, and Switzerland.
- Contributed to emerging technology initiatives, including IoT-enabled industrial solutions and digital business model exploration.
- Supported M&A and integration activities through strategic analysis, organizational alignment, and operational planning.
- Progressed from Consultant to Senior Consultant and later to Project Manager, reflecting strong performance and increasing leadership responsibility.

## **SIEMENS AG – BUSINESS UNIT PHOTOVOLTAICS**

*Business Excellence* - Nuremberg, Munich

January 2011 - March 2013

- Supported the ramp-up of a Siemens business unit delivering turnkey photovoltaic power plants for industrial and utility-scale applications.
- Contributed to the implementation of operational processes and quality standards during the organization's growth phase.
- Coordinated ISO 9001 certification efforts and developed a document management system to support engineering, project delivery, and regulatory compliance.

## **SIEMENS ENERGY INC.**

*Internship* - Orlando USA

September 2008 - March 2009

## EDUCATION

## **FRIEDRICH-ALEXANDER-UNIVERSITY OF ERLANGEN-NUREMBERG**

Diplom-Kaufmann (univ.) / equivalent to Master of Business Administration Final grade: 1.9 October 2005 - February 2011

## PROJECTS

## **VIVERA BLOOD - BLOOD MARKER AND BLOOD PRESSURE TRACKING APP**

- Designed and developed a native iOS application for tracking of medical data.
- Built using SwiftUI with a focus on simplicity and fast user interaction.

## **SWIFTABLE.DE - CODING BLOG**

- Personal blog focused on SwiftUI concepts and mental models.

## LANGUAGES

German  
Native speaker

English  
Fluent

#### ADDITIONAL INFORMATION

Interests: Fitness (Certified Fitness Trainer - B License), Software design,  
Photography/Art, Self-hosting Web Services