



## PROFILE

Name :  
Johann Raimar Kuhnen

Date of Birth:  
December 16, 1970

Marital status:  
married, one child

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## About me

- Technically savvy B2B manager with extensive experience in marketing, product marketing and/or product management for products requiring particularly high levels of explanation, journalism, public relations, content creation, and team leadership/team building
- 25 years of professional experience in leading teams of up to 25 employees, managing external and internal service providers
- Expert in Salesforce, Neolane (Adobe Campaign), Sitecore, Marketo, LinkedIn Navigator, Adobe Creative Suite, Canva, Showpad

# Raimar Kuhnen

## Marketing Communications Manager

## Professional Background

### Global Marketing-Director

2022 - 2025

ISRA VISION GmbH/ISRA Surface Vision – Part of the Atlas Copco Group

Global Marketing Director for the Surface Inspection Division

- Marketing & Communications Responsibility for a business unit with revenue of €160 million, with double-digit revenue growth
- Management of the global Business Unit Marketing Team (5 FTEs) in close collaboration with regional teams (customer centers/matrix organization) and 9 business units
- Implementation of online/offline campaigns (including social media and GoToMarket) and content creation
- Execution of internal/external events (including global trade fairs)
- Digital Transformation (implementation of customer journeys and marketing automation)
- Budget control and development of marketing strategy(s)
- Management of external service providers, operational support of two business units and journalistic contacts

### Senior Marketing-Manager

2020 - 2021

ISRA VISION GmbH/ISRA Surface Vision – Part of the Atlas Copco Group

Senior Marketing Director for the Surface Inspection Division

- Marketing & Communications responsibility for a business unit with revenue of €120 million and entering new markets
- Technical management of 2 FTEs
- Implementation of online/offline campaigns (including social media and GoToMarket) and content creation
- Execution of internal/external events (including global trade fairs)
- Development of marketing strategy(s) and digital transformation
- Management of external service providers, operational support of four business units and journalistic contacts

### Regional Marketing Manager

2011 - 2020

Electronics for Imaging

Regional Marketing Manager (EMEA) and global Product Marketing Manager for industrial single-pass printing systems, Fiery DFE and MIS

- Marketing responsibility for a business unit with a turnover of €170 million, achieving market leadership within 3 years
- Implementation of online/offline campaigns
- Conducting internal/external events (including global trade fairs)
- Digital transformation (account-based marketing and marketing automation)
- Management of external service providers and participation in committees
- Project management within matrix organizations, support of retail and distribution partners, and press relations



# Raimar Kuhnen

## Marketing Communications Manager

### Professional Background

#### Managing Director

2001- 2011

Quatographic AG/Quatographic Technology GmbH

Managing Director, Head of Marketing, R&D and Product Management

- operational management of an SMB with 25 FTEs
- Increased revenue from €2 million to €8 million within 3 fiscal years
- Direct responsibility for marketing, product management, and R&D
- Management of the Asian R&D and production team (Taiwan/Japan/Korea)
- Press and public relations, participation in research committees

#### Further training

2022 - 2024

Atlas Copco

Atlas Copco Advanced Leadership Training

2014

EFI

EFI Leadership Training (Basics and Advanced Management Tasks)

2010 - 2014

FOGRA

Fogra Colormanagement-Symposium, certificate

2008

UGRA

UGRA certification for softproof and offset

#### Ausbildungen

2001 - 2004

Hochschule für Bildende Künste, Braunschweig

Promotionsstudium Medienwissenschaften

2000 - 2001

University of the Arts, Berlin

Master's degree in Design & Communication

1997 - 2000

Institute for Restoration, University of Applied Sciences Hildesheim, Certificate

Further training in restoration, completion with certificate

1995 - 2000

FH Hildesheim – HAWK

University studies in communication design (FH), graduated with diploma

1990 - 1993

Evening high school Gelsenkirchen

Gymnasium/university entrance qualification