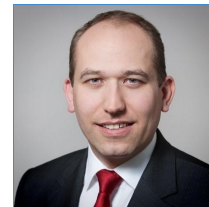


Christopher Schmacke

Founder & Management Consultant

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Summary

Experienced manager and management consultant in the Air Freight, Logistics, Airline and Airport industry. Founder of an HR analytics and recruiting startup. Project and Business Development Manager at heart.

Work experience

Co-Founder & Managing Partner 10-2016 - To-date

cherryfish

Areas of responsibility: Product, Sales, HR, Legal

- Developed and managed the implementation of a skill-rating algorithm
- Managed the development of the cherryfish app and its integrations
- Managed the partnership program with business partners (headhunters)

Principal Owner 01-2016 - To-date

LCS Consulting

Selected project engagements:

- Deutsche Lufthansa AG, Berlin/Frankfurt, Germany
 - Coach and mentor for the Lufthansa Innovation Accelerator Program
 - Developed several new business concepts and product solutions in the area of Air Cargo, data-driven business models and Airline Corporate Sales initiatives
- Miles & More GmbH, Frankfurt, Germany (various)
 - Conducted feasibility study for a mileage accrual systematic
 - Developed a revenue-based air redemption systematic
 - Conceptualized and reorganized the procurement organization

Managing Consultant 07-2014 – 12-2015

Lufthansa Consulting

Selected project engagements:

- Lufthansa German Airlines, Frankfurt, Germany
 - Managed across-the-business cost reduction program "Shape!"
 - Identified sustainable cost reduction potential of >180 M€
- Lufthansa Flight Training GmbH, Frankfurt, Germany
 - Created a new joint-venture company 'Flight Training Alliance GmbH'
 - Defined a tax optimized global operating model and corporate governance

Senior Consultant 06-2009 – 06-2014

Lufthansa Consulting

Selected project engagements:

- Lufthansa Cargo, Frankfurt, Germany (various)
 - Developed new air cargo joint-venture models and partner acquisition plans
 - Conducted workshop series "End-to-end supply chain visibility"
 - Developed new product "myAirCargo"
- Airports Company South Africa, Johannesburg, South Africa
 - Developed a business model for the cargo business of the group
 - Designed a blueprint for a logistics city at Johannesburg Intl. Airport
 - Identified 150 M Rand incremental revenue potential p.a.

Skills

Project Management

Managed 40+ projects of different scale

Transportation Industry

21 years in Transportation

Stakeholder Management

Led projects on C-Level and Director Level

Business Development

Developed go-to-market campaigns

IT Application Skills

Office & Communication

PowerPoint, Word, Excel, Slack, Trello

Product Development

JIRA, miro, MS Project

CRM Systems

Hubspot, MS Dynamics

Process mapping software

QPR, Visio, Draw.io

International Exposure

Europe

North America

South East Asia

Middle East

Consultant 06-2007 – 06-2009

Lufthansa Consulting

Selected project engagements:

- JetBlue Airways, New York, USA (various)
 - Developed a business segment strategy identifying 80 M\$ p.a. incremental revenue potential. Revenue increased by 200% after strategy implementation.
 - Created a new product portfolio to access new market segments
 - Managed tender for new cargo management system and led successful integration

Head of Cargo (KAM) 01-2005 – 06-2007

Lufthansa Cargo

- Acted as Head of Cargo for AirAsia, Viva Macau and SunExpress
- Developed and enhanced the Asian cargo organization
- Managed the Asian Sales organization with more than 20 staff across five countries
- Achieved revenue increases of +450% in 2 years for AirAsia

European Traffic Development Manager 01-2004 – 12-2004

Lufthansa Cargo

- Developed the strategic cooperation between Lufthansa Cargo and DHL Aviation
- Increased intra-European traffic through interlining and repositioned products
- Launched a new express product in combination with DHL

Manager Sales Planning 04-2003 – 12-2003

Lufthansa Cargo

- Refined and implemented the regional cooperation between Lufthansa Cargo and Austrian Airlines for road feeder services in Eastern Europe
- Coordinated the worldwide air cargo movements for the 2004 Olympics
- Managed the sales planning, budgeting and control activities for the CEE region

Assistant Sales & Trade Marketing Manager 02-1999 – 07-1999

BEGO

- Coordinated the sales logistics for Central and Eastern Europe
- Successfully implemented a new logistics concept for small shipments
- Coordinated the launch of a new product in the market

Education

Master of Business Administration 2012 - 2014

University of Geneva

International Management

Diplom-Kaufmann (FH) 2001 - 2003

Berlin School of Economics and Law

Economics

Bachelor of Business Administration 1999 - 2003

Hanze International Business School, Groningen

International Business

Vocational Training in Industrial Business Administration 1996 - 1999

Bremen Chamber of Commerce / BEGO

Business Administration

Professional Trainings

Various professional trainings at McAlinden, Lufthansa School of Business and others