

Robert Beideman

Chief Solutions & Innovation Officer

Previously - Senior Vice President, Solutions & Innovation

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Summary

Robert Beideman leads Solutions and Innovation initiatives at GS1, where he engages businesses, organisations, and industries on how to transform their supply chains, adapt their logistics models, and thrive in a time of unprecedented technological change. His consultative approach to engagement relies on perspectives gained in leadership roles in sales and marketing, systems engineering, consulting, research & development, and business analytics design.

He is a published landscape photographer, a licensed sea captain, and a serendipitous writer that has survived formal education in international business, applied physics, mathematics, and systems engineering. He also loves coffee and believes that the intersection of 'that which is possible' and 'that which is needed' is where all the fun stuff happens. He lives in a farmhouse that is older than his country.

Experience

GS1

Jan 2013 - Present

Responsible for Retail initiatives and for global outreach and engagement across the 112 countries in which GS1 operates. Team vision is to expand the relevance of GS1 into demand-side and Internet/Web-facing business processes and to engage businesses, organisations, and industries on how to transform, adapt, and grow through successful execution of their Omni-channel strategy. Team responsible for maintaining and evangelizing GS1's Omni-Channel strategy and for engaging across all retail sectors.

Responsible for strategically positioning GS1 as an enabler for companies to speak the same language and to more efficiently and effectively connect with each other and with their customers.

Areas of expertise spanning Omni-Channel Transformation, Semantic Web and Linked Data, Web Visibility, Digital Asset Management, Unique Identification on the Web, Web Data Authenticity, Mobile Identification, Seller Identification, Inventory Visibility, and Fulfilment Model Optimisation.

GS1 is an international not-for-profit association with Member Organisations in 112 countries and with over 1.4 million member companies. GS1 is dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains globally and across sectors. The GS1 system of standards is the most widely used supply chain standards system in the world

SICK AG

Oct 2003 – Jan 2013

Full P/L responsibility for corporate division focused on acquisition and execution of large-scale customer contracts leveraging integrated software, hardware, and services solutions for a global customer base in the Logistics Automation market space (Retail, Transportation & Logistics, Airports, Postal and Parcel)

- Grew sales by 25% CAGR for 6 straight years.
- Increased Global Market Share by 40%
- Increased Sales penetration in top 100 Retail Distribution Accounts by over 400%.

Developed and led a multi-year strategy to guide organization to successfully penetrate over 60 top accounts, each resulting in tangible incremental revenue. Nearly every new account was a major Competitive Conversion.

Implemented Consultative Selling Training programs. Worked as part of a core team to train a global Sales team on the skills necessary to perform as world-class consultative Sales Executives.

Expanded Solution offerings to include Software Solution Sales and Performance Consulting Sales. This effort yielded significant revenue in just the first year, and differentiated the company from all competition.

Leveraged experience in program oversight of large-scale system integration efforts to drive efficiency improvements by streamlining communications and interactions between Sales Executives and the internal Project and Solutions organization.

Leveraged business interactions with the Executive Board, the US Executive team, and the teams that I led to ensure our customer's success, resulted in on-budget and on-EBIT performance every year of my tenure, and not a single lost customer.

Direct Sales Contributor on company's largest global account.

Accu-Sort Systems

Aug 1999 – Oct 2003

Re-architected the Systems Engineering, Project/Program Management, and Application Engineering divisions of Accu-Sort Systems to significantly reduce both solution development time and cost of Sales.

- Reduced time from solution concept to proposal from 2 weeks to less than 3 days. Improved accuracy of requirements definition process, as well as streamlining interactions between Sales, Engineering, and Manufacturing.

- Cut Cost of Sales by over 15% through targeted training, allowing the Sales teams to function more autonomously.
 - Developed complete technical training materials for all new product and solution offerings. Provision of consistent and comprehensive systems engineering services to our sales force and our customers.
 - Cut project overruns to zero within 1 year. Created a complete Systems Engineering process flow to allow teams to more efficiently manage all aspects of complex hardware and software solution deployments.
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Education

- **Penn State University**

Degree Name Master of Business Administration (MBA)

Field Of Study International Business

- **Penn State University**

Degree Name Master of Engineering (M.Eng.)

Field Of Study Systems Engineering

- **Millersville University of Pennsylvania**

Degree Name Bachelor of Science (BS)

Field Of Study Physics, Mathematics