

Jörn Petereit

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Nationality	German
Marital status	married, 2 children



Short profile

Jörn Petereit is an **experienced manager** and digitalization expert with over 20 years of experience in international large corporations and medium-sized companies. He is a **result-oriented** individual with an **agile mindset** and a passion for leading teams with a clear client orientation and a strong user-centred approach.

Throughout his career, Jörn has demonstrated his leadership qualities by leading various teams and gained **significant experience** in building rapidly **growing tech companies**, post-merger integration, digital transformation, implementing digital implementation projects, and introducing agile organisational structures. His expertise lies in developing and **implementing growth and digitalization strategies**, transforming business models, and building digitalization units with a focus on Software Development, Big Data & Cloud Analytics, AI Development & Consulting, IoT and startups.

Jörn's track record includes numerous achievements such as successful market positioning, **increasing company value**, restructuring programs, turnaround, improving productivity, building product portfolios, and implementing numerous digitisation projects. He has also managed large budgets and **led over 700 employees**.

Jörn's visionary approach, integrative team-player attitude, entrepreneurial flair, and motivational skills make him an innovative, communicative, focused, pragmatic, structured, result- and sales-oriented manager. His expertise and leadership qualities have contributed to developing a company from a single software developer with 280 employees to a full-service provider in the industrial digital transformation field with over 1000 employees in five countries. Under his leadership, the company **tripled its revenue and profit in three years**.

Professional career

02/2020 – today

JPE Beratungs- und Beteiligungs GmbH

Founder & Managing Director

At JPE Advisory, I specialize in providing comprehensive strategic advisory and investment solutions to drive growth, optimize performance, and maximize profitability. My activities include assessing strategic vision, analyzing leadership and organizational structures, optimizing operational processes, supporting M&A transactions, developing post-merger integration strategies, providing management buy-in support, optimizing financial performance, and creating industry benchmarks.

10/2020 – 06/2023

BITKOM e.V.

Germany's digital association, which represents more than 2,700 companies in the digital economy.

Executive Board Member

In my role as an Executive Board Member of Bitkom I provided advisory services on various industry-related topics. This included areas such as artificial intelligence and digitisation in schools, where I ensured the delivery of top-tier expertise and sustainable guidance.

04/2020 – 03/2023

Cloudflight GmbH

Full service provider of IT solutions in the areas of software development, artificial intelligence, cloud, human-machine interface design and e-commerce. €100 million euros turnover, 1000 employees.

Managing Director / COO

Takeover of the company from the founders as a custom software developer with 280 employees in Austria.

Development and implementation of an international growth strategy (organic and inorganic) to become a European full-service provider for the digital transformation of industry. The growth path included four acquisitions, which were executed with a dedicated, built-up internal M&A team.

Post-merger integration of add-ons according to a value creation approach. Establishment of own PMI capacities and management of external service providers (incl. Big five consulting companies)

Establish a strong vision, mission and strategic goals for the coming years.

Launch of new GoToMarket and brand strategy and introduction of professional sales structures/excellence.

Implementation of Global Delivery Model and hiring process as well as further development of the organisation according to agile principles.

In the absence of a CEO, together with the CFO, responsible for growth to over 1000 employees in 5 countries.

Achievements:

- Tripled turnover and profit in three years.
- Increase of brand awareness and winning of new projects through up- and cross-selling within the add-ons.
- Successful exit of shareholder Deutsche Beteiligungs AG to Partners Group.
- Numerous awards for employee satisfaction, employer of the future, etc. and top ratings on employer portals like kununu or Glassdoor.

01/2022 – 03/2023

Divante S.A.

Leading global e-commerce solutions partner with headquarters in Poland and more than 350 employees.

Member of the Supervisory Board

08/2016 – 03/2020

Deutsche Bahn AG / DB Systel GmbH

IT service provider for the development and operation of IT and digitalisation solutions for the business divisions of Deutsche Bahn AG. 1.2 billion euros turnover, 5700 employees.

01/2019 – 03/2020

Vice President IoT/M2M

Development and implementation of the Group strategy for the digitalisation of Deutsche Bahn.

Development of the central Internet of Things platform of Deutsche Bahn on the basis of the hyperscalers Amazon AWS IoT and Microsoft Azure IoT.

Creation of a Digital Twin Ecosystem with a focus on the networking and automation of rail operations and maintenance.

Introduction of agile organisational structures and (product development) processes.

Implementation of a wide range of IoT use cases.

Achievements:

- Strong growth from 10 employees to 300 in three years.

- Successful implementation of numerous digitalisation projects in the group (see project list).
- Establishment, development and transformation of an internal start-up into a business unit of Deutsche Bahn AG.

08/2016 – 12/2018

Head of IoT/M2M

Establishment of an internal IoT StartUp. Positioning and implementation of IoT in the Group. Acquisition of first customers, talents and implementation of IoT use cases in the business areas of Deutsche Bahn.

Achievements:

- Developing a business case for the founding of an internal start-up within Deutsche Bahn and winning executive board support for this project.
- Identifying and attracting talents through active sourcing to build a growth platform.
- Winning DB Cargo as the first customer to network 80,000 freight wagons and use the new IoT platform.

01/2011 – 07/2016

q.beyond AG (former QSC AG)

IT service provider for innovative digital complete solutions around the topics of cloud, SAP, Microsoft and software development. 143 million euros turnover, 900 employees.

12/2014 – 07/2016

Head of Strategic Cloud Projects

Development of scalable and digital business models in the Cloud & Internet of Things ecosystem, taking into account the criteria: Profitability, scalability, high customer value, speed to market and reproducibility based on own and external technologies, products and services.

10/2012 – 11/2014

Head of Service Strategy

Development, planning, implementation, coordination and control of the cloud service strategy. Carrying out market and competition analyses. Definition of cloud services. Preparation of decision papers of new cloud services for the board. Creation and implementation of market launch concepts. Cross-departmental and cross-company management of cloud services. Initiation of service/product improvements. Formulation of requirement profiles as well as support and training of the sales department.

01/2011 – 09/2012

Client Executive

Positioning of the ICT portfolio with new and existing customers. Strategic account development on a C-level basis. Leading account teams consisting of service

delivery managers, operations managers, project managers and consultants.

04/2008 – 12/2010

DXC Technology

IT service provider for business-critical operation and modernisation of systems and processes as well as optimisation of data architectures for security and scalability in public, private and hybrid clouds. 16 billion USD turnover, 130000 employees.

04/2008 – 12/2010

Account Executive

Acquisitions and development of new customers for the retail sector, consumer goods manufacturers and service companies. Creation of customer development plans and their implementation. Identification of current trends and needs of the market and customers as well as the corresponding expansion of the range of services. Definition and positioning of customer-specific IT problem solutions and IT services in cooperation with Delivery.

09/2002 – 09/2004

PSI Software AG

Software company for the development and integration of software for energy suppliers, industrial companies and infrastructure operators. 248 million euros turnover, 2200 employees.

09/2002 – 09/2004

Key Account Manager

Sales of an industry ERP solution for companies in the upper midmarket with a focus on discrete manufacturing. Support for strategic key accounts in the automotive sector (car manufacturers, suppliers, vehicle construction).

08/2001 – 08/2002

Materna GmbH

Family business for the implementation of IT and digitalisation projects. 433 million euros turnover, 3500 employees.

08/2001 – 08/2002

Account Manager

Solution/project sales of a document management system.

Activities during the studies

2011 – 2016

Prime Coffee Traders GmbH
Founder

Import and refinement of the Jamaica Blue Mountain coffee rarity. First coffee company with a direct import licence from the Coffee Industry Board of Jamaica. Development of logistics and online distribution channels. Sale in 2016.

2005 – 2009

XboxUser GbR
Founder

Establishment of one of the largest Internet communities for the Xbox game console from Microsoft. Cooperation with publishers such as Ubisoft, Activision, Electronic Arts, THQ, Codemasters, Eidos and Sega in the context of reviews, community events and trade fairs (Gamescom). Operation of an own online shop.

Study

2004 – 2008

University of Hamburg

Study of business administration

Main focus

- Entrepreneurship
- Strategic corporate management
- Marketing

Diploma thesis

- Determinants of viral marketing in the context of a multichannel strategy

Degree: 1.3

Military or civilian service

1998 – 2013

Volunteer Fire Brigade, Hamburg

Education

08/1998 – 07/2001

ISG Integrated Systems GmbH

Degree: Information Technology Management Assistant

Collaboration in the project department for the implementation of an ERP and merchandise management solution for medium-sized production and trading companies.

1996 – 1998

Trade School 18

Degree: Technical Assistant for Computer Science

School

1991 - 1996

Fritz-Schumacher Comprehensive School

Graduation: Secondary school leaving certificate

Other qualifications

Languages

German native language
English fluent

IT technologies

- IoT network technologies: LoraWAN, Narrowband IoT, 5G, Low Earth Orbit (LEO) satellites
- Cloud platforms: Amazon AWS IoT, Microsoft Azure IoT
- Artificial intelligence: Watson IoT, Visual Insights
- Edge Computing: AWS IoT Greengrass

Further education (excerpt)

- Certified Agile Leadership
- Certified Scrum Product Owner
- Sales Excellence
- Selling at the Executive Level
- SAP Sales Professional Qualification

Personal interests

Interests

- Spending time with family and friends
- Reading a good book by the sea
- Climbing

Digitisation projects (excerpt)

- **Deutsche Bahn AG**
 - o Building the central Internet of Things platform based on the hyperscalers Amazon AWS IoT and Microsoft Azure IoT.
 - o Creation of a Digital Twin Ecosystem with a focus on the networking and automation of rail operations and maintenance.
- **DB Cargo (Asset Maintenance & Digitization Program)**
 - o Digitisation of approx. 3,000 locomotives and 80,000 freight wagons
 - o Better utilisation and increased availability of vehicle fleets and production resources in the maintenance plants.
 - o Strengthening operations Energy efficiency, quality and customer satisfaction.
 - o Introduction of condition-based maintenance and, building on this, predictive maintenance.
 - o Transparency of the trolley feeding process through the use of RFID technology.
- **S-Bahn Hamburg and Munich**
 - o Visual damage detection on rail vehicles based on AI technologies (Visual Recognition).
- **DB Fernverkehr**
 - o Real-time monitoring of the comfort IT components in the ICE.
 - o Creating a Digital Twin train with new, digital capabilities.
- **DB Station & Service**
 - o Remote monitoring of station clocks based on LoRaWAN.
- **DB Netz**
 - o Real-time monitoring of the railway line by Fibre Optic Sensing.
 - o Interior monitoring of plant houses based on Narrowband IoT.
- **SNCF & DB AG**
 - o Creation of a Digital Twin for bogies as part of the strategic cooperation between SNCF and DB AG.
- **Vodafone**
 - o Development of a white label security cloud service as part of the enterprise tariffs for encrypted and unlimited data exchange between business partners (B2B).
- **QSC AG**

- o Development of a fully comprehensive workplace from the cloud (incl. IP telephony).
- **Olympus Europa**
 - o First generation outsourcing (incl. staff transfer) of the European ICT infrastructure and provision of initial cloud services.

Further projects on request

Publications (excerpt)

- **Jörn Petereit leaves Cloudflight (02/2023)**

Managing director and COO Jörn Petereit will leave Cloudflight on 31 March 2023. He had been with the company in these positions since April 2020. A successor has not yet been announced. Petereit wants to devote himself to his own projects outside of Cloudflight.

<https://www.it-business.de/joern-petereit-verlaesst-cloudflight-a-130942d40ddf811aadc79c880886b9f/>

- **5 Questions for Jörn Petereit, Cloudflight (10/2022)**

How can the digital transformation of industry succeed and what contribution can service providers make to mastering the many challenges? Jörn Petereit, COO at Cloudflight, talks about this in an interview.

<https://www.eco.de/news/5-fragen-an-joern-petereit-cloudflight-2/>

- **Ukraine war exacerbates IT skills shortage (07/2022)**

As the war rages in Ukraine, the effects on the economy and society are becoming increasingly apparent in this country. This is particularly true of the market for IT experts and software developers who are migrating to Germany from the crisis region - or not. What developments can be expected here in the near future.

<https://www.ibusiness.de/aktuell/db/312217cr.html>

- **GAIA-X: The European Cloud is coming (05/2022)**

There is no way around digitalisation, but right through it. The current federal government has understood this and is focusing on a digital and agile administration. Examples from Austria show how a specialist for industrial digital transformation can provide targeted support.

<http://www.saasmagazin.de/saasondemandmarkt/hintergrund/gaia-x-die-europaeische-cloud-kommt-cloudflight270622.html>

- **The administration of the future is digital and agile - even in Germany (05/2022)**

There is no way around digitalisation, but right through it. The current federal government has understood this and is focusing on a digital and agile administration. Examples from Austria show how a specialist for industrial digital transformation can provide targeted support.

<https://www.it-daily.net/it-management/digitalisierung/die-verwaltung-der-zukunft-ist-digital-und-agil-selbst-in-deutschland>

- **Cloudflight Holding GmbH acquires Divante (01/2022)**

Cloudflight, a software development company and portfolio company of Deutsche Beteiligungs AG, welcomes Polish eCommerce technology provider Divante as the latest addition to the Cloudflight portfolio. It is planned that Divante will join Cloudflight by January 2022 at the latest. The combined company will add another 350 highly skilled employees to Cloudflight's workforce.

<https://www.datenmarkt.de/deals/cloudflightholding-uebernimmt-divante/>

- **Cloudflight strengthens with macio (11/2021)**

Cloudflight, software development company and AI expert, joins forces with macio GmbH, a specialist in embedded software engineering and development partner for intuitive customised human-machine interfaces (HMI).

<https://www.it-daily.net/shortnews/cloudflight-verstaerkt-sich-mit-macio>

- **Cloudflight buys Cognostics (10/2021)**

Cloudflight, a renowned software development and IT consulting company, is strengthening its position with the Munich-based AI developer Cognostics. With the added expertise in the field of artificial intelligence, Cloudflight is further expanding its position in the market and now also offers its customers a fully integrated range of services in the future markets of healthcare and education.

<https://www.itbusiness.ch/news/people-corporate/cloudflight-kauft-cognostics>

- **Largest programming contest in Europe (10/2021)**

Cloudflight is holding its Cloudflight Coding Contest on 5 November 2021 - for the first time with an AI challenge. In addition, for the first time, participation is possible both virtually and at around 20 venues.

<https://www.dotnetpro.de/diverses/groesster-programmierwettbewerb-europas-2707014.html?amp=1>

- **Coding Contest in hybrid version for the first time (10/2021)**

Europe's biggest coding contest will take place as a hybrid event for the first time. The 35th edition of the event is all about artificial intelligence.

https://www.meinbezirk.at/linz/c-wirtschaft/coding-contest-erstmals-in-der-hybrid-version_a4964434

- **Artificial intelligence will increase our prosperity (06/2021)**

Artificial intelligence and virtual lunch: for the company Cloudflight, the future is already part of everyday life. A digital site visit with COO Jörn Petereit and his team.

<https://faktundfaktor.at/cloudflight-kuenstliche-intelligenz/>

- **Cloud as a saviour (01/2021)**

The companies that had already invested in projects around remote work and digital workplaces before the crisis had to struggle with less severe consequences. According to Jörn Petereit, COO of Cloudflight, the cloud was the saviour in this situation, so to speak.

<https://www.it-zoom.de/it-director/e/cloud-als-heilsbringer-27389/>

- **Sprinting to the cloud (01/2021)**

The increasing shift of office work to the home office has made digital tools an urgent necessity in the last crisis months and pushed many companies to adapt their cloud strategies.

<https://www.it-zoom.de/it-director/e/per-sprint-in-die-cloud-27280/>

- **Personnel: COO of Cloudflight moves into the Bitkom board (11/2020)**

Jörn Petereit, Chief Operating Officer of Cloudflight, a Software Development Company, has been elected to the Executive Board of Bitkom e.V., a digital association. The IT company made the announcement at the beginning of November.

<https://logistik-heute.de/news/personalie-coo-von-cloudflight-zieht-den-bitkom-vorstand-ein-32023.html>

- **Digital Twins as drivers of intelligent digitalisation - Why the intelligence in the Deutsche Bahn system must be increased and what role digital twins can play here (11/2019)**

Perspective Strategy and Technology Conference.

<https://www.youtube.com/watch?v=0rLyfDAVJ0s>

- **Challenges in the use and analysis of IoT data at Deutsche Bahn (09/2019)**

For many years now, Deutsche Bahn has been successfully implementing a wide variety of use cases in the area of the Internet of Things. Nevertheless, there are a number of challenges that hinder an efficient and group-wide IoT ecosystem.

<https://www.linkedin.com/pulse/herausforderungen-bei-der-nutzung-und-analyse-von-bahn-j%C3%B6rn-petereit/>

- **Graffiti hunting with artificial intelligence (02/2019)**

Damage caused by graffiti is a nuisance, and its removal costs millions. In order to detect graffiti more quickly, the railway is now resorting to intelligent means: In future, a combination of cameras and artificial intelligence will automatically detect them.

<https://www.dbsystel.de/dbsystel/ueber-uns/Digital-Stories/Graffiti-Jagd-mit-kuenstlicher-Intelligenz-6171598>

- **Boundlessly networked with digital images (02/2019)**

The digital images of trains, stations and other Group assets are part of the Internet of Things - and an essential building block for smart digitalisation at Deutsche Bahn.

<https://digitalspirit.dbsystel.de/grenzenlos-vernetzt-mit-digitalen-abbildern/>

- **Five IoT trends and technologies that can benefit us as Deutsche Bahn (01/2019)**

The Internet of Things (IoT) will enable new digital innovations for Deutsche Bahn in the coming years. In my view, the following five IoT trends and technologies could have a decisive influence on the development of new potential for our business in the coming years.

<https://www.linkedin.com/pulse/f%C3%BCnf-iot-trends-und-technologien-von-den-en-wir-als-bahn-j%C3%B6rn-petereit/>

- **Automated graffiti detection based on Deep Learning (10/2018)**

In the Deutsche Bahn safety report for 2017, the number of graffiti damages increased by 4 per cent to 18,120 cases. Graffiti is a divisive issue: for some it is art, for others it is damage to property. For companies, it is above all a high cost factor.

<https://www.linkedin.com/pulse/iot-use-case-automatisierte-graffiti-erkennung-j%C3%B6rn-petereit/>

- **Digital Twins as an essential building block of intelligent digitalisation (09/2018)**

Event Digital Talk Maintenance.

<https://www.youtube.com/watch?v=2icVD2wFIL8>

- **Digital Twins as an essential component of intelligent digitalisation at Deutsche Bahn (08/2018)**

By 2020, more than 20 billion objects worldwide will be connected to the Internet of Things (IoT). According to estimates by the consultancy Deloitte, around 4.5 billion of these will be in Europe and 750 million in Germany. These networked objects form the basis for the millions of so-called "digital twins" that will be supplied with data.

<https://www.linkedin.com/pulse/digital-twins-als-wesentlicher-baustein-der-bai-bahn-j%C3%B6rn-petereit/>

- **IoT in practice (07/2018)**

DB Systel, together with Microsoft and EnOcean, equipped the Venture IoT/M2M Office in Hamburg with battery-free wireless sensors and networked them via the DB IoT Cloud in just one day. We spoke to Jörn Petereit, Head of IoT/M2M, DB Systel GmbH and Armin Anders, Vice President Business Development, EnOcean GmbH about the possibilities of the Internet of Things.

<https://blog.enocean.com/iot-in-der-praxis/>

- **Smart Building: Battery-free into the Internet of Things (04/2018)**

As part of a Proof-of-Concept (PoC), our Venture IoT/M2M Office in Hamburg was networked with battery-free wireless technology in one day together with EnOcean. The aim was to implement an IoT showcase for battery-free wireless technology in the smart building sector in our IoT Lab based on the DB IoT Cloud.

<https://www.linkedin.com/pulse/smart-building-batterie-frei-ins-internet-der-dinge-j%C3%B6rn-petereit/>

- **IoT product development: Give your products incremental value (01/2018)**

Many of the IoT products on the market today are doomed to failure in their basic design. Often, their actual benefits do not even exceed the costs of development and deployment. Some managers take the view that simply connecting their products to the internet generates benefits. This is basically correct, but it usually does not generate enough extra benefits to bear the extra costs.

<https://www.linkedin.com/pulse/iot-produktentwicklung-geben-sie-ihren-produkten-einen-j%C3%B6rn-petereit/>

- **Asset & Maintenance Digitisation in Rail Freight Transport based on the DB IoT Cloud (11/2017)**

9th Frankfurt Symposium for Digital Infrastructure

https://www.youtube.com/watch?v=Dz41M_Zlmww

- **Five business models for monetising IoT products (10/2017)**

With the help of IoT, innovative digital business models can already be developed today. When developing IoT products, companies should not only define the target customers (who?), the value proposition (what?) and the value chain (how?), but also develop a clear strategy for monetisation or revenue mechanics (value?). The following five business models form a good basis for this.

<https://www.linkedin.com/pulse/f%C3%BCnf-gesch%C3%A4ftsmodelle-zur-monetisierung-von-j%C3%B6rn-petereit/>

- **How IoT supports the digital transformation of business models (08/2017)**

Many of the IoT use cases implemented in companies today can mainly be assigned to predictive maintenance (some of them only to condition-based monitoring) or the optimisation of existing business processes. However, IoT can leverage far more potential in companies and be used to generate new offers or even entirely new, digital business models.

<https://www.linkedin.com/pulse/wie-iot-die-digitale-transformation-von-unterst%C3%BCtzt-j%C3%B6rn-petereit/>