

Jasmin Wölke

Germany

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Turning ideas into strategy and execution

Experience across Sales, Digitization, HR and Executive Communication in international, cross-functional environments

Professional Experience

Director Sales & Consultancy – Workshop Concepts Europe & Middle East

Dec 2024 – Dec 2025

Robert Bosch Mobility Aftermarket, Karlsruhe

- Leading a team of 100 across Europe and the Middle East, driving strategy, market development and operational execution
- Expanding data-driven workshop concepts to scale reach, revenue and network value across markets
- Establishing KPI frameworks and governance models to steer cross-country performance and efficiency

Chief of Staff to the Executive Board of Management - Global Sales & Marketing

Mar 2021 – Dec 2024

Robert Bosch Power Tools GmbH, Leinfelden-Echterdingen

- Strategic sparring partner to CMO/CSO and leadership, driving global initiatives across Sales, Marketing and Transformation
- Contributing to a 3-year growth strategy and strengthening cross-BU collaboration
- Overseeing global KPI tracking, governance structures and executive reviews
- Designing and leading executive formats such as Sales Business Meetings and global leadership roundtables

Project Manager Business Digitization Office-HR IT

Jan 2019 – Feb 2021

Robert Bosch GmbH, Gerlingen

- Leading a global HR digitization initiative (People Analytics / Skill-based Workforce Management) with direct team responsibility
- Driving international rollouts in China and India with strong adoption across regions
- Demonstrating annual efficiency potential of ~€2.2m through workforce planning, automation and reduced time-to-hire

Junior Project Manager - People Analytics

Mar 2017 – Dec 2018

Robert Bosch GmbH, Gerlingen

- Supporting the global launch of People Analytics with a focus on stakeholder alignment and requirements management
- Translating business needs into scalable digital HR solutions and presenting results to internal and external audiences

Early career roles at SAP SE and Volkswagen Group

Sep 2009 – Feb 2017

- Supporting executive and finance functions in process digitization and excellence

Education

Master of Science & Master of Business Administration

Mar 2017 – Feb 2019

Steinbeis School of International Business
Entrepreneurship, Faculdade da Industria IEL
Berlin, Brazil

Bachelor of Science

Mar 2013 – Feb 2017

School of International Finance, California State University
Nürtingen, Fullerton