

JAN BUSCHMEYER

SENIOR B2B MARKETING & COMMUNICATIONS LEADER

Industrial Technology · International Marketing Organisations · Product Marketing & Corporate Communications



Regensburg, Germany · +49 179 770 12 89 · jan.buschmeyer@icloud.com ·
linkedin.com/in/jan-buschmeyer

PROFESSIONAL SUMMARY

Senior B2B marketing and communications leader in international industrial and energy technology markets since 2003. Built marketing, PR and external communications for a new industrial business unit and aligned marketing across ten companies. Combines brand and product marketing, technical content and digital channels with international team leadership. Translates complex technologies into clear market narratives and builds marketing structures designed for execution. Applies the same builder's mindset to emerging technologies, combining executive education in AI strategy and governance — including MIT coursework in robotics — with self-initiated workflows for technology intelligence and content creation.

CORE EXPERTISE

Marketing Leadership: Marketing Strategy · Brand Positioning & Management · International Matrix Leadership · Team Development · Agency & Vendor Management · Budget Planning & Control

Product & Market: B2B Marketing for Advanced Industrial Technology · Product Marketing · Go-to-Market Strategy · Market Research & Competitive Analysis · Customer Journeys · Sales Enablement

Communications & Content: Corporate Communications · Media Relations · Content Marketing · Technical & Product Communications · Executive Communications · Thought-Leadership Formats

Channels & Operations: Global Events, Exhibitions & Experiential Marketing · Digital Marketing · Website, SEO/SEM & Email Marketing · CRM & Lead Management · Marketing Analytics & KPI Reporting · Project Management

AI & Marketing Workflows: AI Strategy & Governance (executive education) · AI-assisted Technology Intelligence (independent MVP) · Human-reviewed Content Workflow Design (independent concept)

PROFESSIONAL EXPERIENCE

CARRIER HVAC EUROPE / VIESSMANN CLIMATE SOLUTIONS SE

Head of Mobile Brand Experience

October 2020 – Present · Allendorf (Eder), Germany / Hybrid
Viessmann Climate Solutions became part of Carrier in January 2024

Mandate: Lead an international mobile brand-experience and events programme for technically complex heating, cooling and energy solutions, connecting brand communication, product presentation and market activation.

- Lead internal specialists and external professionals and coordinate delivery across country organisations, sales, marketing, product management and technical teams.
- Developed the programme into an international, multi-brand platform.
- Standardised planning, event management, brand execution, lead capture and KPI reporting across participating markets.
- Translate commercial priorities and technical product content into customer- and partner-facing experiences, supporting regional activation and sales enablement.

VISSMANN INDUSTRIESYSTEME GMBH

Head of Marketing — Business Unit Industrial Solutions

January 2017 – September 2020 · Allendorf (Eder) / Schwandorf, Germany

Mandate: Built and led marketing, PR and external communications for a newly formed industrial business unit comprising ten national and international companies; owned international marketing activities, planning, budgets, controlling and executive advisory.

- Established an integrated marketing and communications operating model across ten companies and aligned central teams with local marketing responsibilities.
- Connected marketing, sales, product management and industry management through a cross-functional structure for technical market development.
- Built and managed PR and media relations, including editorial planning, press releases, interviews, trade-media relationships and agency coordination.
- Built and steered digital and content marketing as well as content and media production for complex industrial products and systems.
- Developed target-market, audience and customer-journey logic and translated technical products into solution- and industry-oriented positioning and go-to-market activities.
- Managed national and international exhibitions, trade events and integrated campaigns and introduced shared CRM and lead-management processes using Salesforce.

SCHMACK BIOGAS GMBH, VISSMANN GROUP

Head of Marketing

January 2010 – December 2016 · Schwandorf, Germany

Head of Inside Sales / Sales Administration

February 2012 – December 2016, concurrent responsibility

Mandate: Led marketing, PR and, subsequently, inside sales for complex energy-plant, service and component solutions; coordinated marketing and communications for Schmack Biogas and eight group companies in Europe and the United States.

- Led the Marketing and Inside Sales functions and linked market communication with enquiry, quotation, order and reporting processes.
- Managed company, product and technical communications through press releases, trade articles, interviews, press meetings and editorial and customer-site visits.
- Delivered a website relaunch and managed website, SEO, SEM, email and direct-marketing activities to strengthen awareness, lead generation and sales opportunities.
- Managed European exhibitions and industry events and represented the company in the European Biogas Association and the German Biogas Association.
- Established structured customer-satisfaction feedback and coordinated resulting improvement initiatives.

SCHMACK ENERGIE HOLDING GMBH

Deputy Managing Director / Authorised Officer

April 2009 – December 2009 · Schwandorf, Germany

- Shared responsibility for the development, delivery and operating structures of a company-owned biogas-plant portfolio, including commercial planning, feedstock procurement, energy marketing and utility partnerships.

SCHMACK BIOGAS AG

Corporate Development Manager

August 2006 – March 2009 · Schwandorf, Germany

- Managed strategic growth, M&A, joint-venture and internationalisation projects, including post-merger integration and interim-management assignments in Germany and Italy.
- Supported the Executive Board and introduced structured monitoring for the project-development pipeline.

BASE CONSULT GMBH

Consultant

September 2003 – July 2006 · Munich, Germany

- Managed strategy and transformation projects in energy, aerospace, medical technology and technical B2B markets.
- Coordinated the initial public offering workstream for Schmack Biogas AG, bringing together executive management, banks, legal advisers and auditors.

INDEPENDENT AI WORKFLOW PROJECTS

- **Technology-intelligence briefing (independent MVP, 2026):** Built an AI-assisted workflow for source collection, relevance analysis and attributed synthesis using n8n and language models.
- **Content-workflow design (independent concept, 2026):** Designed a multi-agent approach to content development with human approval gates and source-based claim review.

EDUCATION & EXECUTIVE DEVELOPMENT

University of Bayreuth · Diplom-Kaufmann (equivalent to a Master's degree in Business Administration) · 1997–2003

Focus: Marketing, Corporate Planning and Service Management

Selected Executive Development

MIT Sloan + MIT CSAIL — Artificial Intelligence: Implications for Business Strategy (2026), including Robotics in Business with Prof. Daniela Rus: Physical Intelligence and industrial applications · MIT and Oxford Saïd Business School — AI Governance · Google / AVADO — Squared Online: Digital Marketing & Leadership · HarvardX — Technology Entrepreneurship

DIGITAL & MARKETING SYSTEMS

Salesforce CRM · SAP / SAP S/4HANA · Buildingradar · Google Analytics · Adobe Creative Cloud · Microsoft 365 · Google Workspace · n8n

LANGUAGES

German — Native · English — Fluent and used in international business environments · French — Basic