



## HEIKO SCHMIDKE

### Biography

Heiko Schmidke is Managing Partner of trueX AG, a business development agency specialized for Product Management, Marketing and Sales tasks in the global architectural and industrial market from their HQ in Kt. Zurich, Switzerland. Heiko Schmidke's ambition and capability is a truly and long lasting so sustainable value creation for the trueX clients.

Before joining trueX as Managing Partner, Mr. Heiko Schmidke has gained experience as Export Director for Rolf Kuhn GmbH, Germany. He was running the entire export business of passive fire protection products for industry and construction market for almost 10 years. Main achievements were building up a network of distribution and sales partners resulting in new sales of double-digit MIO € sales and an EBIT result >20%.

During 1984-2009 and given his educational background in chemistry and processing technology, Henkel took Heiko on a journey for a variety of positions and responsibilities. Starting off in R&D for catalytic reactions, but soon be promoted to Product Management and international sales for industrial adhesives. Main achievements were the successful roll out of new adhesives and to build a solid customer base in Eastern Europe. Afterwards he has been promoted as Innovation Manager for consumer adhesives, running development and implementation of Management tools for Henkel Innovation process.

Heiko Schmidke was born 1965 in Düsseldorf , Germany . He has one adult daughter, likes any kind of water sports and is an active fan of Harley Davidson. His ambition is truly and long lasting so sustainable value creation.

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