

# Dr. Jürgen Schröder – Senior Partner, Germany



**Jürgen Schröder** is a Senior Partner at McKinsey's Düsseldorf Office. He is the leader of the McKinsey Travel, Transport and Logistics Practice in Germany as well as a leader of the EMEA Marketing Practice. Jürgen specializes in enabling global companies to undertake transformational programs with a focus on marketing, sales, and digital. He works with clients in the logistics, tourism, telecommunications, and consumer goods sectors

## **Recent experience:**

Long-lasting support (15+ years) for a leading global postal and logistics company on transformational journeys, e.g.:

- Transforming a postal operator into a service provider for (1) Dialogue Marketing, (2) press distribution and (3) transactional mail solutions
  - Turnaround of the parcel business
  - Transforming the international business from Im/Ex to a leader in global mail in several countries
  - From 2008 – 2016: Addressing, designing and implementing the digital transformation for each of the postal business lines: (1) e-parcel fulfillment and market place for longtail players, (2) secured e-mail/hybrid mail gateways for transactional mail, (3) Digital (targeting-) solutions for dialogue mail and (4) digital content market place for press distribution
- Agile Transformation for a global telco company to become a digital player
  - Marketing/branding strategy for tourism destinations
  - Re-branding strategy for a leading European tour operator
  - Serving a global technology player on marketing excellence
  - Service a leading European Mobile Operator on excellence in customer acquisition and retention
  - Network strategy for a global logistics player
  - Airline and Network strategy for a European leisure airline

## **Background**

- Before joining McKinsey in 1994, Jürgen studied economics at the University of Bochum, holds a Ph.D.
- He worked as a research fellow at the Ruhr-University of Bochum and was a visiting researcher and lecturer at the Tongji University of Shanghai.