



## Hans-Joachim Watzke

German Entrepreneur & CEO of Borussia Dortmund

*"Watzke stands for the incredible success of a former ailing club"*

Hans-Joachim Watzke is a German entrepreneur and football official. He currently serves as CEO of Borussia Dortmund. He restructured and streamlined the football club by means of rigid cuts and a smart financial plan, setting the course for Borussia's successful future.

### TOPICS:

- Well Planned Financial Policy and the Look Ahead
- Borussia Dortmund - Tradition and Future
- Can Success be Planned?

### LANGUAGES:

He presents in English and German.

### IN DETAIL:

Watzke, born in Marsberg in the Sauerland, has been a BVB fan since childhood. As an entrepreneur, he developed the company Watex, which he founded, into a major manufacturer of protective clothing, but withdrew from management in order to concentrate fully on his role at Borussia Dortmund. Watzke earned a master's degree in business administration. He became treasurer of Borussia Dortmund in 2001 and was appointed chief executive officer at the climax of the club's financial crisis in 2005. Alongside Chairman Reinhard Rauball and CFO Thomas Treß, Watzke is credited with having saved the club from bankruptcy. Watzke is a member of the Christian Democratic Union and has been a club member of Borussia Dortmund since 1996.

### WHAT HE OFFERS YOU:

Down-to-earth, with a practical attitude and with loads of insider knowledge, Watzke talks about his tasks and his experiences in football management. Known for his straightforward way of talking and his clear message, Watzke's presentations are utterly interesting from the business point of view as well as for football aficionados, as he gives thrilling insights into European football.

### HOW HE PRESENTS:

Hans-Joachim Watzke is amusing and highly entertaining, and quite simply infuses audiences with self-confidence and belief.