



Expert in Customer Relationship & Customer Management

Oliver Ratajczak

Oliver Ratajczak sharpens the focus on what really matters: Satisfied employees working together across departments to achieve a common goal: Profitable customer relationships. How does a chemist end up in management consulting? During his doctorate, Oliver Ratajczak researched tiny details as a chemist. Small details that, in the overall context, can bring about major, positive changes. And it is precisely these powerful adjusting screws that he transports into the practice of companies today. Fascinated by IT-driven optimization and its practical applicability, he took over responsibility for operational CRM in the largest Finnish-Swedish IT consultancy after completing his doctorate. Here his...



Topics

- Change Management
- Digital Transformation / Digital Disruption
- Leadership 4.0
- Motivation / Strategy
- Online Marketing

Languages

- German

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