

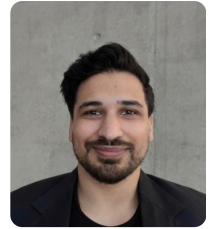
Ali Khaqan

Strategic Assistant to the CEO · New Business Development · Strategy-to-Market Execution

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Permanent resident (Niederlassungserlaubnis); no sponsorship required



PROFILE

Business development professional who takes early-stage commercial opportunities from market assessment through business case to market launch. Since 2023 in the Office of the CEO at Würth Elektronik ICS (since October 2023 as Strategic Assistant to the CEO), building new business segments and organisational capabilities from zero in regulated international B2B environments. Engineering foundation (B.Sc. Electrical & Electronics) combined with an M.Sc. in Management from TU Munich: equally comfortable interrogating a technical product and building the commercial case around it. Analytically rigorous, building the financial models and evidence base behind each decision, with a bias towards validating cheaply before committing expensively.

PROFESSIONAL EXPERIENCE

Würth Elektronik ICS

Apr 2023 – Present

Niedernhall · Intelligent Power & Control Systems, Würth Elektronik Group

Strategic Assistant to the CEO

Oct 2023 – Present

Reporting directly to the CEO with a mandate spanning new business development, organisational capability building and international growth.

New Business: Battery Management Systems (Commercial Operations Lead since May 2026)

- ▶ Led the build and European market launch of a new battery-management-systems segment, taking the company beyond its automotive core into the industrial energy-storage market.
- ▶ Sized the opportunity from adjacent-market data where no direct market data existed; built ROI and scenario models with finance and engineering and secured management investment approval.
- ▶ Identified and validated a higher-tier service offering as the commercial differentiator against low-cost competition, defined directly from customer interviews and positioned ahead of tightening EU battery regulation.
- ▶ Lead commercial operations for the segment's **multi-million-euro anchor customer**, maintaining and developing the relationship, with the goal of winning an additional customer worth more than €1M in revenue.

New Capability: Functional Safety & Cybersecurity

- ▶ Built and launched the company's first Functional Safety & Cybersecurity programme (ISO 26262 / ISO 21434) from nothing: created the process, governance and internal capability, aligned engineering, quality and regulatory teams without formal authority, and delivered independently verified outcomes on schedule. Now permanently embedded in the organisation.

New Capability: Sustainability & Regulatory Compliance

- ▶ Turned the first structures set up during my master's thesis into the company's sustainability and supply-chain compliance function, covering governance, supplier engagement, reporting and internal capability, and delivering **EcoVadis Gold (97th percentile)** alongside GRI, CBAM, EUDR and LkSG compliance.
- ▶ Onboarded **400+ partner companies** under the German Supply Chain Due Diligence Act (LkSG), building the due-diligence and risk-assessment process now applied across the supplier base.

International Growth & Post-Merger Integration

- ▶ Coordinated an international growth programme across four countries (US, UK, France, Bulgaria), establishing governance and reporting cadences across culturally diverse teams.
- ▶ Analysed an acquired company's product portfolio for the US market (Pareto and market-fit analysis) and provided a prioritised recommendation to the Sales Director as input for the US portfolio; parts of it were taken forward.
- ▶ Work cross-entity with the acquired company's engineering team, which forms the technical core of the BMS segment.

Commercial Analytics & Decision Support

- Built the analytical backbone for commercial decision-making: automated market and profitability pipelines in Power BI and Python (~40% efficiency gain), AI-powered research tooling (~60% effort reduction), and SQL dashboards for real-time tracking of new business performance and ROI.

Stakeholder Leadership & Recognition

- Represented new business initiatives at senior leadership level, preparing and delivering executive decision materials for investment and go/no-go decisions; mentored two trainees and a working student.
- Recipient of the **CEO's Appreciation Award** (2024); selected for the Würth Potential Program.

Strategic Management & Master's Thesis Intern

Apr 2023 – Sep 2023

- Wrote my M.Sc. thesis, *An analysis of CSR initiatives in family firms*, inside the company, and in parallel set up the company's first sustainability management structures.

Product Development Intern

Apr 2022 – Oct 2022

Campus Founders gGmbH, Heilbronn

- Built a B2B tech venture from concept to market prototype: defined the business model and commercial logic, validated assumptions through **35+ customer and stakeholder interviews**, assessed ROI and scalability, and designed the go-to-market approach.
- **Winner, Corporate Incubation Program** (Campus Founders, 2022).

Strategy & Governance Research Assistant (part-time)

Dec 2021 – Sep 2023

TUM Global Center for Family Enterprise, Heilbronn

- Researched strategy, governance and new business development in family-owned businesses; supported the centre's PhD researchers on award-winning research; automated parts of the research workflow in Python.

EDUCATION

M.Sc. Management, Technical University of Munich (TUM)

2021 – 2023

Focus: strategy, financial analysis and business analytics. Thesis: *An analysis of CSR initiatives in family firms* (written at Würth Elektronik ICS). Panel speaker, TUM Career Factory 2024.

Industry projects: international market entry and expansion strategy for Univents GmbH (2022–23); customer-insights analytics on large-scale retail data for Kaufland Deutschland (2021–22).

B.Sc. Electrical & Electronics Engineering, Bilkent University

2017 – 2021

Full merit scholarship (€59,000). Specialised in embedded systems, control systems and robotics. Research & Teaching Assistant, Embedded Systems (2021).

HONORS & CERTIFICATIONS

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| ► Project Management Professional (PMP®) , PMI (No. 4469986; valid 2026–2029) | ► Winner, Corporate Incubation Program , Campus Founders (2022) |
| ► Foundational certification, ISO 26262 (Functional Safety) and ISO 21434 / TARA | ► Social Activities & Awareness Award, Bilkent University (2021) |
| ► CEO's Appreciation Award , Würth Elektronik ICS (2024) | ► Winner, International Space Settlement Design Competition, Kennedy Space Center (2016) |

SKILLS & LANGUAGES

New Business Development & Entrepreneurial Execution

New business development & segment building · Opportunity assessment & market sizing · Business case & ROI modelling · Commercial differentiation & positioning · Go-to-market execution · Post-merger & commercial integration · Stakeholder management without formal authority · Cross-functional & intercultural leadership · Regulated-environment delivery · Decision-making under incomplete information

Tools Power BI · Python · SQL · SAP · ABAS ERP · Jira · Polarion · MS Office · AI tooling (Claude, Codex, Cursor)

Languages English (full professional proficiency) · German (Telc B1, actively advancing towards B2) · Urdu (native)