EXECUTIVE BRIEF

Jochen Werne

International executive with DACH chief executive mandates, executive board and management experience across data and technology, financial services and security. Focus on business transformation and putting technological progress to work in regulated markets.

DACH chief executive mandate · Experian

Making a data acquisition useful to customers

Appointed in 2023 to lead the data, analytics and technology business across Germany, Austria and Switzerland. The regional mandate included growth and transformation.

Experian acquired Boniversum and formed a commercial partnership with Creditreform. Experian subsequently integrated Boniversum data into its updated Consumer Delphi Score Pro, a concrete example of how the deal changed a product.

Appointment announcement · Creditreform transaction announcement · Scoring product update

Executive board and managing director roles · Prosegur

Extending a security business into digital custody

On the executive board of Prosegur Germany, Werne was responsible for business development, innovation and international sales. He also served as managing director of Prosegur Crypto GmbH.

At group level, Prosegur announced a custody offering that combined physical protection, cyber controls and operating protocols for digital assets. The case shows how the capabilities of an established business can serve a new market.

Appointing company’s career summary · Prosegur custody announcement

Banking transformation · Bankhaus August Lenz

Redesigning service in a relationship-led bank

Werne held responsibilities across marketing, business development, product management, training and treasury. His published case examines the bank’s transformation from inside the organisation.

The case traces changes to the service model and the role of digital channels, staff development and cooperation with fintech companies.

Published transformation case

Expedition leadership & international understanding

Co-founder of the Global Offshore Sailing Team and offshore expedition leader. Recognition includes the Bavarian State Medal for Environmental Protection and the Admiral of the Fleet The Lord Boyce Prize.

Executive mandates · Full vita · jw@jochenwerne.com