



 - **BASF**

We create chemistry

## Strategic Management – Presentation for HS Pforzheim

Martin Wolf – May 4, 2022

# Introducing Myself



# 1 | BASF at a glance

## 2 | You are the boss – what do you do

*To create a successful team & culture*

*To execute your strategy effectively*

## 3 | Your Career Opportunities at BASF

# BASF – We create chemistry

- Our chemistry is used in almost all industries.
- We combine economic success, social responsibility and environmental protection.
- Sales 2021: €78.6 billion
- EBIT before special items 2021: €7.8 billion
- Employees (as of December 31, 2021): 111,047
- 6 Verbund sites and 232 other production sites
- Around 90,000 customers from various sectors in almost every country in the world



# BASF's segments



## Chemicals

Petrochemicals  
Intermediates



## Materials

Performance Materials  
Monomers



## Industrial Solutions

Dispersions & Pigments  
Performance Chemicals



## Surface Technologies

Catalysts  
Coatings



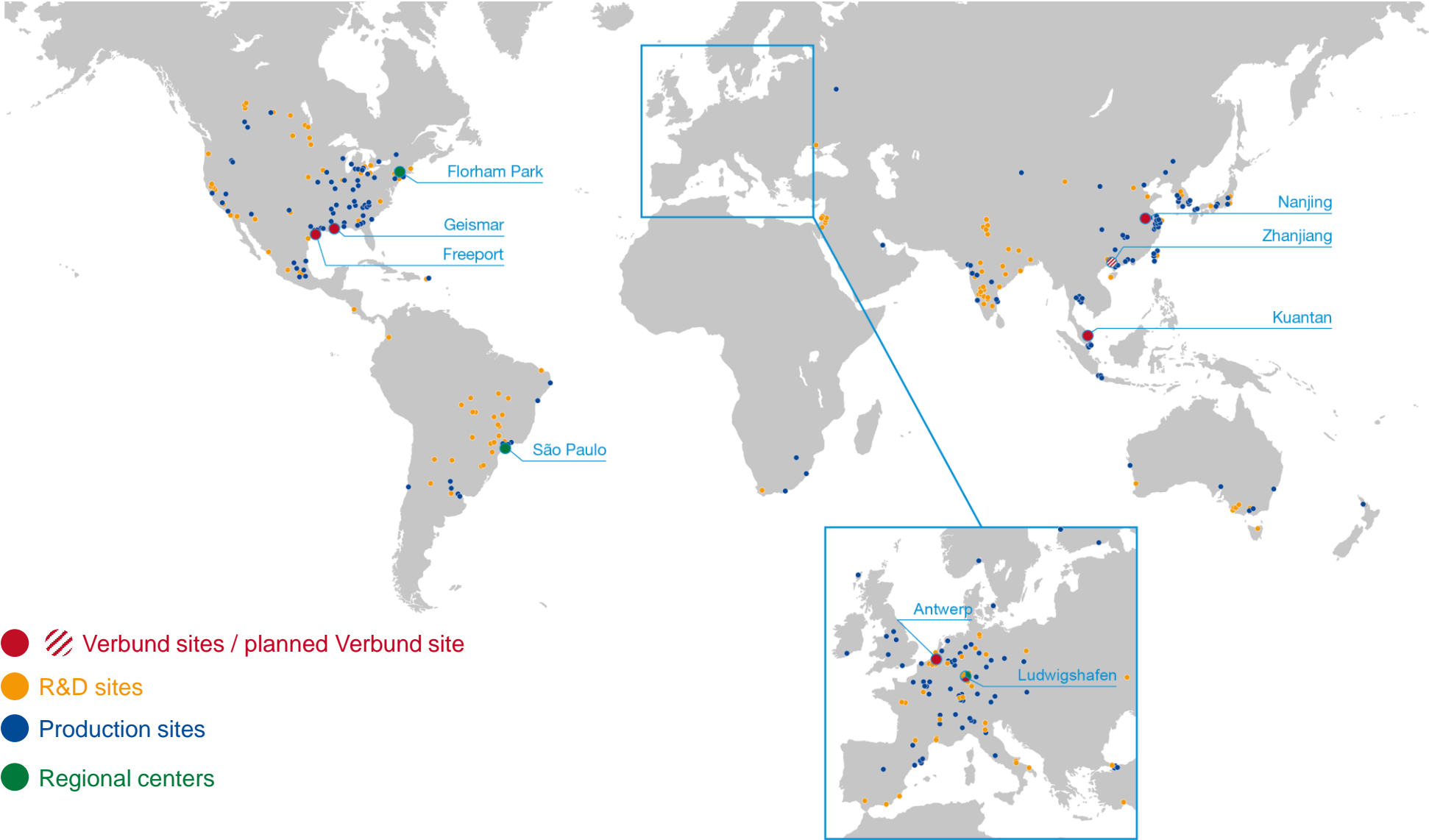
## Nutrition & Care

Care Chemicals  
Nutrition & Health



## Agricultural Solutions

# BASF worldwide: sites



# Employees

## BASF Group employees by region

(Total: 111,047, thereof 26.1% women, as of December 31, 2021)

North America:  
**16,753**  
(15.1%)



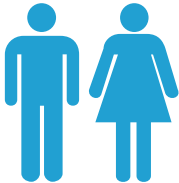
**72.7%** **27.3%**

Europe\*:  
**67,532**  
(60.8%)



**75.1%** **24.9%**

South America,  
Africa,  
Middle East:  
**6,786**  
(6.1%)



**66.6%** **33.4%**

Asia Pacific:  
**19,976**  
(18.0%)



**73.3%** **26.7%**

\* Germany: 51,026 (45.9%),  
thereof women: 24.5%  
BASF SE: 34,405 (31.0%),  
thereof women: 21.9%

# Introducing myself

- Master of Business Administration & Chinese – WU Wien
- 20 years in BASF
- Worked in five different countries & territories
- Worked in five different business functions
- Led teams > 600 people and businesses >100m EUR
- Current role: Head of Sales Human Nutrition in Asia-Pacific





# Introducing myself

## What I have learned



- Your career is about growing – not reaching a certain level
- You grow through challenges – these are sometimes uncomfortable
- Your career might take you to places you haven't envisioned – they help you change perspective
- Impact takes times – for the business & your career

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# So you are the boss – what do you do?



**Define how winning looks like**



**Take care of people & culture**



**Create accountability**

# So you are the boss – what do you do?



**Define how winning looks like**

- **Define Business Model & Strategy**
- **Set & enforce priorities**
- **Ensure consistent implementation at all levels**

# So you are the boss – what do you do?



**Take care of people & culture**

- Hire good people
- Ensure personal development
- Motivate
- Create and develop the right culture

# So you are the boss – what do you do?



**Create accountability**

- Empower your team
- Hold everyone accountable for results
- Focus on what you can do

# So you are the boss – what do you do?



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# People

Our employees are key to BASF's success. That is why we create a working environment in which our employees can thrive and contribute to BASF's long-term success.

# Internships & Theses

Internships – valuable industrial experience in your area of interest

- Develop your experience through hands-on project work for 3-6 months
- Can combine internships with Bachelor's / Master's thesis (Germany)
- Learn and get to know the company – introductory events, site tours, regular intern get-togethers and specialist presentations
- Apply online 2-4 months prior to start date - unsolicited applications also welcome



# Rotational programs

A perfect start: our trainee programs offer you an excellent combination of insights and responsibility.

- Intensively work in different job functions, BASF units or even countries with immediate responsibility
- Personal and professional support through a mentor
- Build a large network with other BASF colleagues

## START IN

Trainee programs with a focus on production, technology, engineering and coatings

## INSIDE AUTOMOTIVE

Marketing & sales program globally in automotive industry business

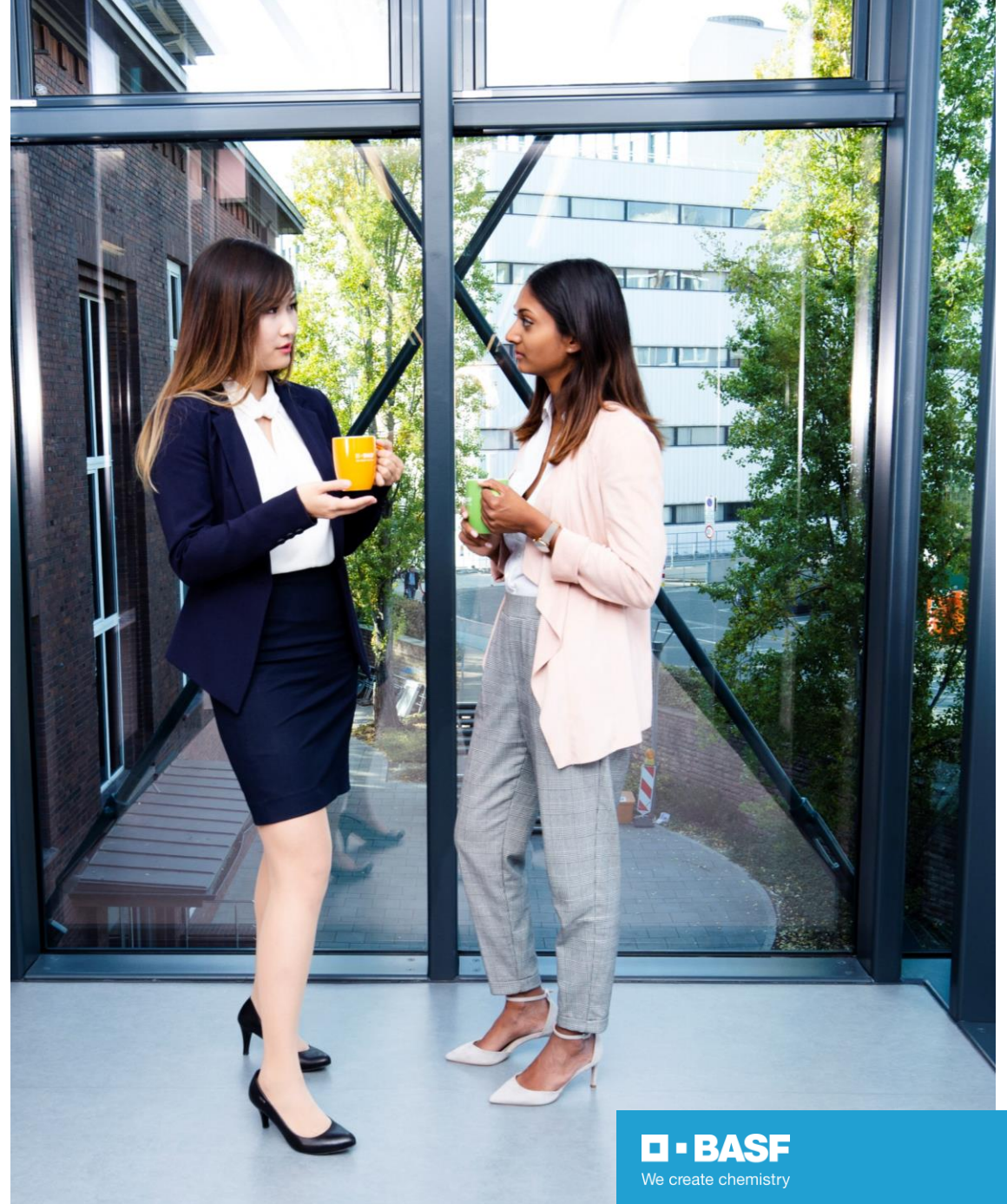
## TOP START INTERNATIONAL BUSINESS LEADER PROGRAM

Exclusive leadership development program with top management mentoring

# Direct entry

Your direct start at BASF brings you directly into a challenging role, but with the right support to help you tackle it and succeed.

- Large variety of possible starting roles globally with task and project responsibility from day one
- Training on-the-job, through experienced colleagues and professional seminars to help you learn and develop into your new role
- Onboarding program BE PART ensures a smooth start to your BASF career



# Our expectations

Beyond your professional qualifications or academic background we are interested in you as a person.

- Our job postings always include the most relevant personal competencies for the position
- Examples: creativity, collaboration in international teams, leadership
- Your authenticity and your motivation are important to us

## WHAT STANDS OUT IN AN APPLICATION? – EXAMPLES

- Strong educational background and professional motivation
- Studies or projects abroad, internships and intercultural experience
- Awards, scholarships, grants, publications...
- Commitment in extracurricular activities

Now it's up to you!

[www.basf.com/career](http://www.basf.com/career)





# Thank you

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