

# Curriculum Vitae



## Nestor Rodriguez

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Néstor Rodríguez Co-Founder and Managing Director of **Atrineo AG**, holds a degree in cybernetics engineering from the University of Stuttgart and has been working as an international consultant for over 15 years. Néstor Rodríguez has over 15 years of experience in the commercialisation of technologies both from academia and the private sector. With a background in Private Equity and Corporate Strategy, both internally at Siemens and as an external strategy consultant, Néstor's core competency is in identifying, evaluating, developing and implementing business models for novel technologies. He has lead and managed 100s of international market research projects both for corporates and high-tech startup companies and regularly provides seminars and workshops on market and market research to young entrepreneurs in German academia and research institutions. Néstor has helped set-up, structure and finance over 30 start-up companies at the very early growth stage. He is currently an international business coach for the European EASME agency for innovative SMEs.

### Core competencies

- Business development and market entry (go-to-market strategy)
- Market assessment and market research
- Creation of technology-based start-ups
- Early stage company creation and setup
- Business- and Sales planning

- Proposal writing, grant and tendering process for public funding
- Financing and market modelling
- Commercial Due Diligence (CDD)
- Mergers & Acquisitions (M&A)
- Corporate Strategy
- Project management

## Professional background

- FEB 14 – TODAY      Co-Founder and Managing Director at **Atrineo AG**, Karlsruhe, Germany  
Commercialisation of knowledge and technologies
- AUG 11 – APR 14      Senior Strategy Manager at Siemens AG Energy Sector, Karlsruhe Strategic  
planning in the energy sector
- AUG 10 - AUG 11      Senior Consultant and Project Manager at AMR international Ltd, Frankfurt  
Commercial Due Diligence and M&A
- AUG 04 - AUG 10      Senior Venture Manager at engage AG, Karlsruhe IP-Asset-Management  
and start-up creation
- JAN 01 - AUG 04      Different entry positions related to market research at AC Nielsen and FhG  
IAO in Stuttgart

## Education

- Oct 96 – Mar 03      Studies of cybernetics engineering at the University of Stuttgart

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