Short Introduction

Emarticon GmbH

– Procurement & Supply-Chain-Management Excellence –

Rethinking Procurement & Supply-Management.
Strategic. Measurable. Impactful.

Emarticon GmbH
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*"The development of a good vision is both a **head and a heart** exercise. It takes some time, always **involves** a group of **people**, and is tough to do well."*

Dr. John P. Kotter, Harvard School of Business, internationally known and widely regarded as the foremost speaker on the topics of Leadership and Change.

Munich, Februar 2026

Emarticon – Who We are & What We do

Rethinking Procurement & Supply-Management.
Strategic. Measurable. Impactful.

Our Approach: Think Procurement and Supply-Management holistically.

Emarticon stands for the art of combining strategic advisory with hands-on delivery in Procurement and Supply Chain Management. We bring together strategic excellence and operational experience—through senior experts who know how companies truly work.

Our promise is measurable: **reduce cost, secure supply, and lift performance**. To achieve this, we combine analytical depth with pragmatic execution—always shoulder-to-shoulder with your organization and aligned to overarching business goals. This way, our projects create holistic, long-lasting impact.

We focus on outcomes, not slideware: **savings, resilience, efficiency.**

Founder-led and senior-delivered.
Emarticon was founded by **Clemens Rinnebach**—a seasoned procurement and supply-chain leader with 20+ years of international line and consulting experience, including roles at **The Boston Consulting Group (BCG)** and **Kearney**, as well as leadership positions at **Siemens**, **Deutsche Pfandbriefbank**, and **Allgeier SE**.

Projects are personally led and delivered by Clemens Rinnebach. Depending on need, he is supported by a hand-picked bench of **30+ experts** who combine industry knowledge, method expertise, and execution power—from manufacturing to financial services.

As a partner of **Algentic Partner**, Emarticon blends classic procurement & supply-chain excellence with **AI-enabled value creation**—for solutions that connect strategy, organization, and technology into a real competitive advantage.

Our Strength

We combine a strategic business perspective with deep technology fluency and hands-on leadership in execution. We leverage a proven network of technology providers and specialists.

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Managing Director Clemens Rinnebach
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The Mind behind Emarticon

Clemens C. Rinnebach
Dipl.-Ing., MBA
Managing Director

https://www.linkedin.com/in/rinnebach/

- 20+ years of international leadership and consulting experience in Procurement, Operations, and Supply Chain—across line roles, interim positions, and advisory.
- Degree in Electrical Engineering (IT, Dipl.-Ing.) and MBA (Finance, Wharton). Former consultant at BCG and Kearney; leadership roles (VP/CPO) at Siemens, Deutsche Pfandbriefbank, and Allgeier SE.
- Independent advisor since 2015 and Managing Director of Emarticon since 2017, focusing on Sourcing, Cost Reduction, Digitalization, data-driven Risk Management, and AI-based Sourcing & Supply-Management.
- Led numerous transformations incl. Zeiss SMT, Osram, Krones, Siltronic, Talanx, E.ON, STADA, Schölly. Played a key role in the restructuring of the system-relevant bank Hypo Real Estate by building the global Sourcing & Cost Management function.

Selected Reference Projects of Clemens Rinnebach

Client / Organisation	Project & Result
Zeiss Semiconductor Manufacturing GmbH	Built a new production supply chain with 60+ international suppliers. **Outcomes:** stable ramp-up and throughput increase in serial production; higher supply security and quality performance.
Kern-Liebers-Group	Reorganized transport-service portfolio using an AI-supported bid comparison across **2.4 million data points**. **Outcomes: significant** cost savings; >**90%** portfolio consolidation.
Krones AG	Business-driven digitalization of SCM processes during S/4HANA rollout. **Outcomes**: significant increase in process efficiency; increased risk and supply-chain transparency**.**

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Client / Organisation	Project & Result
Siemens AG	Supported an international carve-out focusing on Procurement & Supply Chain. **Outcomes:** tendered IT, Finance & HR services across **160 countries**; ensured operational stability during separation.
pbb Deutsche Pfandbriefbank AG	Reorganized and rebuilt the procurement function as part of a broad turnaround. **Outcomes:** efficiency uplift and governance build-up; re-designed processes and roles.
Schölly Fiberoptic GmbH	Interim role in strategic procurement focusing on supplier development and commodity management. **Outcomes:** improved supply security via rolling forecast system; introduced a component radar for bottleneck steering.
E.ON SE	Efficiency and process harmonization in strategic procurement. **Outcomes:** optimized category management and tendering; identified and realized significant savings.
ADAC Luftrettung gGmbH	Strategic procurement analysis and supplier-base optimization in an efficiency program. **Outcomes:** identified savings and consolidation levers; delivered a roadmap for sustainable cost reduction.
ERGO Group AG	Renegotiation and restructuring of a large-scale IT outsourcing contract (hundreds of millions of euros). **Outcomes:** significant cost reduction and risk mitigation through contract-mechanism redesign.

Contact

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