



# WOLFGANG BIERER

CEO & Serial Entrepreneur  
Professor

## ABOUT ME

Serial Entrepreneur with over 20+ year business experience in Japan focusing on business establishment, management consulting, import management, go-to-market strategies and complex IT implementations.

Proven track record as Interim Manager in turnaround situations as well as badass project management.

Importer of several fashion and shoe brands to Japan, electronics and medical devices with own stores, warehouse logistics and eCommerce fulfilment.

Husband and father of 2 boys with an interest in various sports and outdoor activities.

## EXPERIENCES

**ENDEAVOR SBC K.K.**  
2005 - now

CEO and Founder of ENDEAVOR SBC K.K., a boutique Consulting Company focusing on Management Consulting, Business Process Optimization, IT Implementations (SAP Partner), Fashion and Sports Industry, B2B Integration, Interim Management, ...

**1SS K.K. -  
1-Stop-Solution.com**  
2018 - now

CEO and Founder of 1-stop-solution.com, a service provider to legally import products which need any form of certification in Japan. Expert for import of electronic appliances, supplement food, medical devices and food contact material. You only need one stop if you want to market your products in Japan. We closely collaborate with TÜV RHEINLAND.

**Fashion/Retail Executive**  
2010 - now

CEO or Managing Director of several Fashion and Shoe Brands in Japan. Facilitation of market entry, retail execution, warehouse management, turn around management as well as point of sale activation. We have retail contracts with all major Japanese department store chains and outlet malls.

**Professor**  
2005 - now

2024 Adjunct Professor at the HOSEI University in Tokyo, Japan for "Innovation in Global Business" in the Global MBA Program. 2005 onwards: Lecturer St. Gallen Business School and Zurich International Business School

**Interim Management**  
2008 - now

Business Establishment and Interim Manager for several international companies in a variety of business fields, ranging from power generation, special machinery, CBD Oil Import as well as Medical Devices. In 2013 become first foreigner holding the class 4 medical device import license to Japan.

## Education

**St.Gallen Business School**  
2002 – 2003

Strategic Management for Executives

**University of Stuttgart**  
1990 – 1997

Master of Electrical Engineering

## PRO SKILLS

**Management Consulting**

**Business Process Management**

**Entrepreneurship**

**Go To Market Japan**

**IT SKILLS** (SAP S/4 HANA, Business One, ODOO, EDI)

## PERSONAL SKILLS

**Leadership**

**Communication**

**Innovative**

**Japan Business Know How**

**Negotiation skills**

## LANGUAGES

GERMAN | ENGLISH | JAPANESE

## HOBBIES

SWIMMING | SAILING | SKIING | TRAVELLING | NPOs | OUTDOOR