

Personal Career and Company Development

Florian Bernauer

Managing partner of maxess systemhaus gmbh

- Florian Bernauer holds a masters in engineering and business, was born November 12, 1964 in Frankenthal/Pfalz, and is married with three children.
- 1983: Graduation from the Staatliche Karolinengymnasium in Frankenthal.
- 1983: Founding of a company for switch cabinet construction and automation solutions with projects in Germany, Austria, Switzerland, France and the USA.
- As of 1987, an independent consultant and project manager for IT projects at commerce companies (IT, textiles, pharmaceuticals) and industry.
- 1995: Completion of the engineering and business programme at the University of Kaiserslautern with a master's thesis at Lufthansa AG in Frankfurt.
- 1995/1996: Scientific employee at the Software-Technologie-Transfer-Initiative of the chair for software engineering with Prof. Dr. Rombach at the University of Kaiserslautern. This initiative gave rise to the Fraunhofer Institute for Experimental Software Engineering (IESE) in Kaiserslautern, in which Florian Bernauer was responsible for the cooperation project with MARKANT-SÜDWEST Handels AG as project manager.
- As of May 1, 1996, general manager of MARKANT-SÜDWEST Software und Dienstleistungs GmbH with locations in Kaiserslautern and Pirmasens. Responsible for the corporate IT of MARKANT-SÜDWEST Handels AG and the realisation of a central inventory management solution under the project name WWS2000.
- 1998: First introduction of the WWS2000 prototype in the MARKANT-SÜDWEST fresh goods headquarters in Limbach.
- 1999: Introduction of the transshipment solution MLogIn in Kerpen, based on the WWS2000 prototype.
- 2000: Renaming of MARKANT-SÜDWEST Software und Dienstleistungs GmbH to maxess systemhaus gmbh and move to the PRE-Park in Kaiserslautern. The original project WWS2000 became the product x-trade. In addition to x-trade, the product portfolio also includes x-decision (data warehouse and MIS), x-consult (consulting), x-service (technical maintenance and support) and x-commerce (e-commerce solutions).
- 2000: Introduction of x-trade and x-decision in WASGAU Handels AG (previously MARKANT-SÜDWEST Handels AG).

- 2001: In the study "Best Practice Processes in Commerce" by Prof. Zentes (University of Saarbrücken), three ground-breaking projects of maxess systemhaus gmbh were presented as innovative and forward-looking benchmarks.
- 2002: maxess systemhaus gmbh from Kaiserslautern numbers among the most innovative medium-sized companies in Germany according to the TOP 100 council of experts. Inclusion in the "members of the Top100".
- 2002: 50% participation in maxess systemhaus gmbh by WAMAS Holding. Florian Bernauer also acquires participation in maxess systemhaus gmbh together with the rest of the management members.
- 2003: Florian Bernauer is initiator and becomes general manager of the MoveRetail cooperation with the companies Salomon Automation GmbH, Superdata GmbH, Remira GmbH and POS Systemhaus GmbH.
- 2005: Managing Partner of the newly founded MoveRetail GmbH. The company offers a complete solution package for the specific and individual business processes of retail as well as comprehensive consulting and services.

Kaiserslautern, in September 2005