

Red Bull

A strategic target account becomes a long-term enterprise partnership

Business Development · Commercial Leadership · SCM
E-Commerce · Digitalization · BPO



AT A GLANCE

Client:
Arvato Bertelsmann

Target account: Red Bull (RB)

My role:
Business Development
Director

Contract volume:
double-digit million euros

Contract term:
originally 5 years, partnership
ongoing to this day

Proof of success:
operational collaboration publicly
verifiable to this day

Scope of services:
roughly 1,200 service modules

01 THE SITUATION

Arvato wanted to acquire new international enterprise customers. Based on the executive board's directives, I created a target-account cluster by market, industry, company size, revenue potential, and geographic presence — RB was a target account. I activated my network and secured targeted access: cold outreach turned into conversations at RB's headquarters in Salzburg, Austria.

02 THE CHALLENGE

RB was expanding across several brands and channels at once — Formula 1, football (RB Leipzig and Salzburg), ServusTV, fashion, merchandise, international online shops. The real problem was scaling: RB wanted to digitalize and internationalize but did not have the in-house capacity or expertise.

03 THE APPROACH

- **Listening instead of a standard pitch:**
This led to the decisive question: which processes should RB outsource to a specialized BPO provider in order to focus on its core business?
- **Developing solutions:**
Back at Arvato, we worked with Solution Design and the specialist departments to develop a tailored service model — from frontend to logistics, financial and customer service, returns management, and marketing.
- **Leadership & coordination:**
I steered the teams and owned the exchange with Arvato's executive board and RB — direction inward, stakeholder management outward.
- **Price & contract negotiations:**
I conducted the talks as an equal partner and laid the groundwork for a long-term enterprise contract.

04 THE RESULT

- ✓ **New client Red Bull:** won against competitors without being the cheapest provider.
- ✓ **Scaling enabled:** RB digitalized and internationalized without tying up or building its own teams — through a BPO partner with experienced specialists in every area.
- ✓ **Enterprise contract:** originally 5 years, double-digit million euros, roughly 1,200 service modules.
- ✓ **One system instead of isolated solutions:** an end-to-end e-commerce structure for several international brands at once.
- ✓ **Still in place today:** the partnership continues beyond the original term — publicly verifiable.

FROM CASE TO YOUR BUSINESS

What mattered was not the size of the engagement, but the access, a genuine understanding of the business, and a tailored rather than a standard solution. I learned this craft in the corporate world. Today I work primarily with mid-sized companies — with the same rigor, adapted to your company.

RED BULL IN SHORT

- 01 Executive board directive Growth objective**
New international enterprise customers
- 02 Strategic target account**
RB identified and addressed as top priority based on clear criteria.
- 03 Network activated**
Targeted access to the decision-makers through my own contacts.
- 04 Invitation to Salzburg, Austria**
Meetings and talks at RB's global headquarters.
- 05 Workshops & Solution Design**
Processes and requirements analyzed, translated into a tailored service model.
- 06 Price & contract negotiations**
As equals, solution-oriented, with an eye on the long-term partnership.
- 07 Roll-out & operational implementation**
The collaboration between RB and Arvato continues to this day.

Endorsement

Patrick and his team restructured and internationalized Red Bull's e-commerce business with outstanding results and performance to date. Reliability, competence and professionalism are evident at the highest level. His abilities in development, transformation and digitalization boosted our online presence, leading to a significant increase in global sales. Highly recommended by Red Bull.
Holger Ruhs, Head of Trade Marketing, Red Bull