

Jaroslav Bláha

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Chief Executive | Information | Technology Officer

35 years' success leading IT engineering innovation for high-growth organizations

Accomplished and results-driven professional with substantial experience in leadership of large-scale IT and transformation initiatives; technology/software innovation in travel, retail, marketing, healthcare, logistics, automotive, insurance, energy, defense and aerospace; artificial intelligence and data analytics products and services. Proven success in enterprises from global entities to start-ups, developing and implementing strategies, performance optimization, change and growth management, people operations, along with budgeting/forecasting, contract negotiation, market penetration, and revenue optimization. Demonstrated ability to analyze and streamline systems/processes to enhance organizational efficiency. Adept at building, leading, and motivating distributed multi-cultural teams determined to attain shared objectives and collective vision. Expert at nurturing professional relationships with clients and stakeholders by leveraging interpersonal communication skills.

Focus Areas

- ♦ Digital Strategy Planning & Execution
- ♦ Stakeholder Engagement & Management
- ♦ Cross-functional & Agile Team Leadership
- ♦ Full Life-Cycle Product Development
- ♦ Team Coaching & Staff Development
- ♦ Management of Strategic Projects/Programs
- ♦ Innovative Solutions & Technological Advancement
- ♦ Business Transformation & Change Management
- ♦ Continuous Process Improvement
- ♦ Risk Identification & Management

Experience

trivago N.V. (NASDAQ:TRVG) ♦ Düsseldorf (Germany)

CIO/CTO (03/2022 – 02/2024)

Establish the newly created corporate CIO/CTO function.

Structured and directed the IT and engineering organization to serve 120 million monthly global customer transactions for the world's largest accommodation metasearch system with ca. €500M annual revenue.

- ♦ Established technology management and governance, which transformed IT-operations and software development processes towards improved time-to-market, stability, and SOX compliance.
- ♦ Managed the €40M+ cloud, data, and ERP migration strategies, as well as data-driven product innovations.
- ♦ Defined a systematic engineering career development framework and led 450 technology experts across 80 nationalities with 29% female engineers.

Fresenius University of Applied Sciences ♦ Hamburg (Germany)

Lecturer (since 09/2021, part-time/freelance)

Develop and teach the new master lecture series "Artificial Intelligence and Big Data".

PAYBACK / Loyalty Partner Group (part of American Express) ♦ Munich (Germany)**Interim CTO** (07/2021 – 02/2022)

Establish the global CIO/CTO function and implement the convergence strategy for transformation of the national and international IT systems towards one modern, cloud-based system architecture.

EDEKA Digital (EDDI) ♦ Hamburg (Germany)**Interim Co-Project Lead IT Transformation** (05/2020 - 12/2020, part-time)

Manage the project team and consult for the development of a cross-regional IT operations and cloud strategy.

CellmatiQ GmbH ♦ Hamburg (Germany)**CEO & Co-Founder** (02/2018 – 01/2023)

Direct overall activities for development and operations of artificial intelligence products in medical diagnostics.

Headed the establishment of an innovation company and development of certified medical AI software products until successful exit.

- ♦ Implemented worldwide first medically certified product for fully AI-automated dental x-ray analysis within 21 months and enabled EU-wide market-entry through distribution contracts.
- ♦ Led development of award-winning AI “which, in its precision, is in no way inferior to that of doctors”.
- ♦ Established a ten-person AI expert team and a contributing community of 30+ senior medical experts.

MetaView Group GmbH ♦ Zürich (Switzerland)**CIO/CTO & Investor** (12/2017 – 12/2018, part-time)

Develop and launch an app for personalized, location-based traveler security in collaboration with the UK/London Metropolitan Police.

Solera Holdings Inc. (then NYSE:SLH) ♦ Dallas (USA) | London (UK) | Zürich (Switzerland)**Global CIO & CTO** (05/2016 - 02/2018)

Manage overall IT operations relating to SaaS products, data, and services for insurers and automotive industry.

Directed delivery of enterprise-wide IT services for 60 operating companies across 80 countries executing 230M annual transactions for 180.000 B2B customers with 3.6B personal records. Led a team of over 300 professionals and an annual budget over \$100M.

- ♦ Supervised data center migration activities towards cloud-based and software-defined IT infrastructures.
- ♦ Achieved post-merger transformation of the group’s IT assets into one global IT organization.
- ♦ Devised and developed a consolidated Data Lake and analytics platform for six PB of insurance/asset data.

CIO/CTO (R3PI) (07/2015 - 01/2017)

Leadership for technology and engineering of the cross-functional innovation and research group “R3PI”.

Managed development of enterprise-wide mobile and cognitive products leveraging various technologies, including Big Data/Analytics, Artificial Intelligence/Machine Learning, AR/VR, IoT, and “Connected Home”.

- ♦ Built a 96-person innovation team for SW/HW/UX engineering and product design across five countries.
- ♦ Led distributed operations across Dallas (Ideation), London (Production), Zürich (Commercialization), Madrid (Big Data), and The Hague (Identity Management).
- ♦ Supervised systematic and customer-centric development of novel IT products.
- ♦ Collaborated with Solera business units and partner CEOs/CIOs to identify and realize innovation strategies.

Swissgrid AG ♦ Laufenburg (Switzerland)**CIO & Acting Member of the Board** (04/2015 - 06/2015)*Lead overall IT operations for the Swiss national electrical grid operator with extreme availability demands.*

Managed a team of 150 experts and an annual budget of CHF 110M.

- ♦ Ensured highest-level cyber defense of the critical infrastructure with over a million monthly hostile probes.
- ♦ Initiated various data-driven and AI-based projects for advanced energy and grid management, such as predictive analytics of consumption based on weather patterns.

University of Applied Sciences ♦ Hamburg (Germany)**Lecturer** (01/2013 – 02/2015, part-time/freelance)*Develop and teach the new lecture series “Management of Large IT Projects”.***DB Schenker AG ♦ Essen (Germany) | New York (USA) | Singapore****Global Program Manager & CTO for the Transport Management System Air & Ocean** (09/2005 - 12/2014)*Lead global program management and implementation for large-scale IT and transformation initiatives.*

Managed a high-performing team implementing global IT and business process management of logistics and data warehouse systems for Deutsche Bahn Schenker. Devised and initiated processes to ensure efficient collaboration between 26 project locations in Europe, US, and Asia.

- ♦ Served as global program manager for various large-scale, Board-level IT initiatives investing over €150M.
- ♦ Established and led global engineering team with 400 permanent staff across 35 nationalities.
- ♦ Designed, implemented, and operated a worldwide logistics system to carry group revenue of ca. \$10B.

COS-Systems GmbH ♦ Düsseldorf (Germany)**Co-Owner, Managing Director & CIO** (07/2002 – 04/2006)*Provide management and technology consulting for multi-national, high-investment initiatives in IT and defense (e.g., for Siemens Business Services, T-Systems, Maersk Data Defense, German Ministry of Defense).***ThalesRaytheonSystems ♦ Paris (France) | Los Angeles (USA)****Chief System Design** (07/2002 – 02/2004)*Contractor-side responsibility for the system and software design of the NATO ACCS system.*

Managed 300 engineers at seven international locations until successful completion of the “Critical Design Review” milestone.

NATO (NACMA) ♦ Brussels (Belgium)**Software Project Manager & Chief Architect** (09/1997 – 06/2002)*Manage procurement and implementation of the NATO Air Command and Control System (ACCS LOC1) for Europe-wide air defense (incl. ballistic missile defense) and military air traffic control; a \$1.2+ billion multinational program.*

Responsible for bid evaluation, technical contract negotiations, and purchaser-side management of system and software engineering for an international consortium with 200+ contractors.

NATO Programming Center • Glons (Belgium)**Senior Software Engineer** (07/1995 - 08/1997)

Develop a mission-critical and safety-relevant military air traffic control and air defense system (MASE) and implement it in several European countries to ensure operations until full ACCS LOC1 deployment.

NATO HQ AFCENT • Brunssum (The Netherlands)**Project Officer** (06/1991 - 06/1995)

Manage multiple IT and communications (C4ISR) projects for transnational interoperability and crisis management.

Technical Academy of the Airforce 2 • Lagerlechfeld (Germany)**Chief Instructor** (01/1988 – 05/1991)

Develop and teach new courses for ADA programming, databases, networking, security, and office automation for the Ministry of Defense staff.

German Airforce**Officer** (07/1983 – 06/1995)

Final rank: Captain

Education & Credentials

Master of Computer Science in Economics

♦ University • Hagen (Germany) • 1995

Thesis: Development of artificial intelligence with neuronal networks for optimization of production planning

Master of Computer Science

♦ Armed Forces University • Munich (Germany) • 1987

Thesis: Optimization of a novel programming language for the first autonomous car in Germany

Certifications

- ♦ SCRUM Master
- ♦ PRINCE2 Practitioner
- ♦ ISACA COBIT Practitioner
- ♦ EFQM Assessor
- ♦ ExO Foundations

Languages

- ♦ German (fluent)
- ♦ English (fluent)
- ♦ Swiss (full understanding)
- ♦ Dutch (good)
- ♦ Czech (good)
- ♦ French (basic)

Pilot License

- ♦ EASA-PPL, CVFR, AZF