

## **Ex-Apple, Dell and Uber Supply-Chain Executive joins KREATIZE to build the best in class global manufacturing cloud**

**Berlin, October 13, 2020:** With the goal to build the best global on-demand manufacturing cloud, Zod B. Mehr is starting as of November 01, 2020 as **Chief Supply-Chain Officer** at KREATIZE. After 10 years at Dell, 11 years at Apple and most recently at Uber, the company has high expectations of Zod, who is currently moving with his family from California to Berlin.

"I have a feeling that KREATIZE represents the energy and innovative spirit and will revolutionize the process of ordering and manufacturing mechanical parts through its digital procurement platform," Zod B. Mehr explains his decision.

### **Crisis-resistant and future-oriented**

The digital procurement platform, KREATIZE has proven, not only since the Corona pandemic, that its business model - fully automated and digital purchasing of custom parts - is the future of mechanical engineering. Crisis-proof and without capacity bottlenecks, KREATIZE can supply its customers at any time with custom parts needed and supports companies as a digital purchasing team. In order to be able to provide sustainable support, purchasing must be autonomous, flexible, individual, digital, global and mobile in the future. The supply chain is becoming an agile supplier network; the rigid value chain is being replaced by the fully digital Smart Supply Chain - a complex network of all participants. KREATIZE manages this network for its customers and has developed holistic software that digitizes and automates purchasing and thus demonstrably reduces the total cost of procurement. In addition, their highly qualified worldwide supplier network and quality center guarantee the best quality, conditions and delivery reliability. The cloud solution provides customers with full transparency of the ordering process at all times and easy scaling of each custom part order.

### **Standardization as the key**

Zod is convinced of this approach and is looking forward to expanding the already achieved success together with KREATIZE. What is especially important for him in this respect is above all a high degree of standardization. The standardization of tolerances in the CAD drawing protocol, for example, is an essential step, because it is important to further reduce waste, improve the initial yield, shorten the throughput time and build ready-to-assemble parts in such a way that they can be assembled without errors in the first run.

### **Facing the challenges of global manufacturing together**

For Zod B. Mehr the challenges of global manufacturing, which he wants to manage together with KREATIZE, are among others the consideration and reduction of the CO2 footprint of production, the satisfaction of the customers already with their first order, the maintenance of a functioning cost management, highest quality and delivery reliability as well as good and resilient relationships with

suppliers or partners. **"With Zod's expertise and experience, we can help our customers and suppliers even more specifically and globally. He is a great character who will also bring our teams forward. In short: We are very happy to have him in our team", KREATIZE founder and CEO Simon Tüchelmann is looking forward to the cooperation.**

More information about Zed B. Mehr is summarized in the following interview: [Ex-Apple, Dell and Uber Supply-Chain Executive joins KREATIZE to build the best in class global manufacturing cloud](#)

## **About KREATIZE**

KREATIZE is the leading German procurement platform for the engineering industry. With locations in Berlin, Wrocław, Balingen and Tübingen, KREATIZE combines the best of both worlds - industrial know-how in the south and tech expertise in Berlin and Wrocław. Via the KREATIZE platform, mechanical engineering companies and manufacturing partners can easily handle the complete process from ordering to delivery of industrial components. Customers can request an offer with just a few clicks, order components and have full transparency about their order. Manufacturing partners benefit from higher capacity utilization and better market access. KREATIZE is financed by well-known investors such as Earlybird, Atlantic Labs, Gisbert Rühl (CEO Klöckner), SCHÄFER WERKEN as well as the Austrian B&C Innovation Investments (BCII) and the industrialist Martin Ohneberg. KREATIZE currently employs 70 people.

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