

Riccardo Rohling

Business Analytics · AI · Innovation

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PROFILE

Business Administration student completing a dual study program at Bayer AG with hands-on experience across marketing, finance, data analytics, and commercial launch strategy. Built dashboards, led data migrations, trained teams on AI tools, and presented at a national congress. Multilingual (German, Italian, English, Danish, Spanish) with a strong technical skill set including Power BI, Power Apps, and server administration.

WORK EXPERIENCE

- Apr 2026 – Present** **Bayer AG – Global Marketing Capability Cluster, Berlin**
Dual Study (6th Practical Phase)
- Developing a marketing skill assessment framework impacting 70+ employees across global marketing
 - Bachelor's thesis: "A Marketing Skill Assessment Framework to Enable Targeted Workforce Development – a Case Study at Bayer"
- Nov 2025 – Jan 2026** **Bayer AG – Beyontra Marketing Italy, Milan**
Dual Study (5th Practical Phase)
- Automated reporting by building 2 new financial dashboards, saving approx. 4 hours of manual work per week
 - Promoted internal AI adoption by designing and conducting training sessions for 30 employees on integrating generative AI into daily workflows
 - SIC Congress Rome: Presented ATTR-CM disease to cardiologists using Apple Vision Pro
- May 2025 – Aug 2025** **Bayer AG – Finance R&D, Berlin**
Dual Study (4th Practical Phase)
- Independently migrated an R&D finance dashboard from Tableau to Power BI for 50+ users to optimize load times and reduce ongoing system costs
- Jan 2025 – Feb 2025** **Bayer AG – Beyontra Launch Team, Berlin**
Dual Study (3rd Practical Phase)
- Supported strategic launch planning with a data-driven forecasting model, using the results as a basis to argue for internal production volume adjustments
- Jul 2024 – Sep 2024** **Bayer AG – Market Access Radiology, Berlin**
Dual Study (2nd Practical Phase)
- Built centralized knowledge hub consolidating pricing and reimbursement documentation
- Sep 2023 – Apr 2024** **Bayer AG – Contract Business, Berlin**
Dual Study (1st Practical Phase)
- Designed residual stock sales process, redirecting products from waste exchanges to direct pharma B2B sales at higher margins
- Sep 2019 – Aug 2023** **Rohlings.de – Textile Embroidery, Schulzendorf**
- Co-founded a business at age 14; managed operations, customer acquisition, and fulfillment, growing to 80+ customers

EDUCATION

- Oct 2023 – Exp. Sep 2026** **Berlin School of Economics and Law**
Dual Study – International Business Administration / Industry – Current Grade Average 1.4
- Aug 2020 – Jun 2021** **Næstved Gymnasium og HF, Denmark**
Exchange Year

SKILLS

Analytics: Power BI, Excel, Data Visualization **Business:** Financial Dashboards, KPI Development, Market Analysis, Business Case Modeling
Marketing: Launch Strategy, Congress Management, Branding, Customer Experience **Tools:** Microsoft Office 365, AI/GenAI Tools, Power Apps
IT: Linux Server Administration, Docker, Git, GitHub **Methods:** Process Optimization, Stakeholder Management, Cross-functional Collaboration

LANGUAGES

German (Native) · **Italian** (Native) · **English** (C2) · **Danish** (B2) · **Spanish** (B1)