

KEY FIGURES

80 people
around, incl. partner teams; Digital Operation built from zero (since 2022)

8-figure €
P&L for digital revenue in the customer business, double-digit million euro range, 2015–2021

ARR model
P&L for subscription & recurring service business, since 2022

CX team
Subscription renewal rates significantly increased

24/7 NOC
Network Operation Center since 2025

11 years
Leadership responsibility since 2015; 20 years of professional experience

LANGUAGES

German
native

English
business fluent, daily working language · Berlitz certificate

At drinktec: German, English – and Bavarian.

CERTIFICATIONS

Cisco CCNA, 2006
official, earned during the apprenticeship

Berlitz English
official

HEAD OF DIGITAL OPERATION · INDUSTRIAL DIGITALIZATION

Matthias Hlinka

LINKEDIN

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Build service. Empower regions. *Retain customers.*

15 years with the Krones Group, in leadership positions with revenue and P&L accountability continuously since 2015: through 2021 for digital revenue in the customer business (quote-to-cash, proposal to commissioning), today for subscription and recurring service revenue. Since 2022 I have built Digital Operation from zero to around 80 people, incl. partner teams – an international matrix organization with 24/7 operations and locations in Germany, India and the Czech Republic, working closely with China, India and the U.S.

CURRENT AREAS OF RESPONSIBILITY

Edge Installed edge base, led lifecycle migration	**Security & CRA** IT/OT security, Cyber Resilience Act, NIS2	**Lifecycle** Patches, certificates, assets as a service
24/7 operations Network Operation Center since 2025	**Fleet management** Edge devices across the installed base	**Platform & SaaS** Krones Operating Platform, subscription, ARR
Remote access Connectivity, secure remote access	**Customer experience** Onboarding, support, training	**AI & automation** AI use cases introduced in operations

PROFESSIONAL EXPERIENCE

2003 – PRESENT, CONTINUOUS

since 2022

Head of Digital Operation CURRENT

SYSKRON · KRONES GROUP · INTEGRATED INTO THE PRODUCT ORGANIZATION OF KRONES AG SINCE 2025

Operation of digital products and services across the full lifecycle: connectivity, platform onboarding, monitoring, service management, customer support and training. The teams secure and operate connectivity to the connected machine fleet and the cloud platform worldwide, incl. network commissioning and customer-specific secure remote access solutions for global key accounts.

- Built the unit from zero to around 80 people, incl. partner teams, with locations in Germany, India and the Czech Republic; 24/7 Network Operation Center since 2025
- P&L accountability for the subscription and recurring service business (ARR model) based on modular service agreements, incl. data-driven retrofit and secure remote access.
- Built the customer experience team; subscription renewal rates significantly increased

> **Concurrently, interim 01/2022 – 09/2023: Head of Krones Operating Platform** – platform strategy within the Krones Group's global development organization; on-premise and edge products; development teams in the Czech Republic, India and China.

CORE COMPETENCIES

Building & leading service organizations
from zero, with clearly defined roles and workflows

International matrix & regional leadership
sites, time zones, legal entities

Customer retention & customer lifecycle
from commissioning to renewal

Strategy, KPI management & reporting

Revenue, P&L & budget accountability
quote-to-cash, recurring contract models

Security, compliance & lifecycle
CRA, NIS2, OT/IT

AI & automation
digital workforce in operations

INTERNATIONAL EXPERIENCE

2006 – 2011 · ALSO
ERP & logistics: Baltics, Tampere (FI), Sandefjord (NO), Switzerland

2011 – 2014 · Krones AG
Digitalization in the U.S.: concept for a North American key account

Today
Operations with China, India, U.S.; APAC & MEA support; co-founded KDSI

HOW I LEAD

I *Take ownership where others hesitate.*

II *Provide structure so creativity can thrive.*

III *Listen, challenge, move forward together.*

IV *Build trust – live reliability.*

V *Understanding customers means leading for the long term.*

PERSONAL

Rooted in Lower Bavaria
married, two children

Interests
rock & metal, calisthenics, maker projects

PROFESSIONAL EXPERIENCE — CONTINUED

2020 – 2021 — Head of Operation
SYSKRON · KRONES GROUP

Solution design (proposals), order execution from engineering to commissioning, and project management – for filling lines and process technology such as CSD plants.

- Budget and P&L accountability for digital revenue in the double-digit €M range (2015–2021)
- Quote-to-cash end-to-end under one roof

2017 – 2020 — Head of Project Management
SYSKRON · KRONES GROUP

Project management and order execution (engineering to commissioning) for digital solutions – filling lines and process technology – with budget and P&L accountability for digital revenue.

2015 – 2017 — Head of MES Order Management
KRONES AG

First head-of role with revenue accountability: order execution for MES and digital solutions in the customer business, from engineering to commissioning.

2011 – 2014 — Project Manager MES
KRONES AG

- Project lead for Manufacturing Execution Systems
- Developed the digitalization concept for a major North American key account, now rolled out company-wide

2006 – 2011 — IT Coordinator · Lead Business Process Owner · Quality Control Agent
ALSO · 2010–2011 · 2009–2010 · 2006–2009

- Close to ERP and logistics processes; part-time degree 2007–2011; extended on-site work in Estonia, Latvia, Lithuania, Finland (Tampere) and Norway (Sandefjord), seconded by ALSO after its acquisition of GNT; project office in Switzerland

2003 – 2006 — Apprenticeship: IT Systems Management Assistant (IHK)
ALSO GMBH · TRAINING COMPANY

German dual vocational training (IT-Systemkaufmann); Cisco CCNA, 2006, earned during the apprenticeship.

EDUCATION & DEVELOPMENT

2007 – 2011 — Bachelor of Engineering (B.Eng.), Industrial Engineering and Management

Hamburger Fern-Hochschule (HFH, University of Applied Sciences, distance learning), part-time alongside full-time work at ALSO. Graduated 12/2011; thesis with an SAP focus.

ongoing — Internal professional development

Internal Krones Group programs, without external certification: leadership programs and training in SAFe, PMP methodology, ITIL and ISO standards; soft skills.