

Who is **Andreas Breu**? As Senior Business Consultant PIM/MDM at **foryouandyourcustomers**, he analyses and structures your product data.



More about Andreas Breu (anb) at <https://anb.foryouandyourcustomers.com>.

What Andreas Breu offers

With an expertise in the field of PIM/MDM acquired over the years, he accompanies you from the development to the introduction of your systems. He attaches particular importance to creating the optimal solution for you and generating added value for the users. In order to achieve this goal together with you, the needs of your customers are analysed and at the same time your desired ideas are implemented. It is his conviction that, in the first step, he will work out a precise understanding of the requirements, in order to subsequently derive the targeted solutions and suitable processes.

His Background

His professional career began with an apprenticeship at the Siemens AG Group and then took him to Infineon Technologies AG, where he worked as a technical business economist.

In 2008, Andreas Breu decided to move to OSRAM Opto Semiconductors GmbH to focus on product management. From 2010 to 2017, he was responsible for the development and further development of the PIM system. During this time, he coordinated the development of the data model and the strategic further development of the required product data in the corporate environment. A significant part of his work was the modelling of business processes for the generation and processing of product information. As project manager at OSRAM from 2016 to 2017, he was also responsible for the introduction of the new STEP PIM/MDM system from STIBO Systems.

Andreas Breu has been applying his knowledge as a Senior Business Consultant to foryouandyourcustomers since autumn 2017. He supports you in a wide variety of projects in the field of PIM/MDM.

Andreas Breu supports you in the long term to create a solid foundation for your data and processes.