

Sascha Alexander Ströbel

Management Consultant | IT Consultant | Business Analyst | Process Management & AI

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Profile

Experienced management and IT consultant with more than 20 years of practical experience in business process management, business analysis, requirements management and IT-enabled process optimization. His focus areas include the functional design of complex IT solutions, translating between business departments, architecture, development and operations, and the methodological development of process management structures in corporate and mid-sized environments. He has particular experience in BPM/BPMN, ARIS-related process landscapes, master data management, test, release and environment management, ITIL-oriented process optimization, and SAP-related process and consulting topics. He also brings current AI qualifications, including TÜV AUSTRIA certification as a management consultant with a focus on AI & digitalization, as well as further training in AI strategy, AI application, AI organizational development and change. This enables him to combine classic consulting, process and project expertise with a practical understanding of modern digital tools.

Skills Profile

Consulting & Analysis Business analysis, requirements engineering, functional and technical specifications, user stories, epics and acceptance criteria	Process & Organization BPM, BPMN/BPMN 2.0, process modeling, process publication, governance, ITIL-oriented process optimization and quality assurance	IT & Implementation Scrum, test management, release and environment management, interface design, IT architecture, configuration and AI-supported working methods
Business Process Management Process analysis, modeling and publication in automotive, pharmaceutical, insurance/banking and discrete industries.	Business Analysis & APIs Requirements, functional concepts and specifications for software development, including SOAP and REST interfaces.	
Test, Release & Operations Test cases, execution, functional acceptance, release processes, SLA processes and environment coordination.	MDM, SAP & Configuration MDM for personal data, SAP Solution Manager, SAP Best Practices, SAP SD/MM, AD integration, role mapping and Microsoft IIS.	

Professional Overview

Since 2016	Owner, SAS Beratung GmbH, Schömborg
2010-2015	Owner, SAS consulting business, Schömborg
2003-2010	Consultant, ASS.TEC GmbH, Villingen-Schwenningen
Since 2013	Lecturer and examiner, DHBW Stuttgart, Business Information Systems

Selected Project Experience

Insurance/Banking | Wüstenrot & Württembergische AG (W&W)

Senior IT Consultant / Business Analyst, freelance via SAS Beratung GmbH 09/2017-06/2026

Project context: Master Data Management (MDM) for personal data in a corporate environment.

In a central interface role between business departments, IT architecture, software development and operations, he was responsible for business analysis, functional design and the specification of complex requirements in the MDM environment. This included structuring business requirements, preparing technical and functional specifications, and designing integration interfaces based on SOAP and REST APIs.

He supported agile software development projects based on Scrum, formulated and maintained user stories, epics and acceptance criteria, and managed requirements and development tasks in Jira. In addition, he supported release and environment management, test design, test case creation, test execution and defect analysis throughout the entire software lifecycle.

Further focus areas included creating and maintaining functional and technical documentation in Confluence, user training in the MDM environment, and contributing to technical configurations, including AD integration, role and authorization concepts, Microsoft IIS and configuration files.

Methods: Business analysis, requirements engineering, process management, BPMN, Scrum, test management, release and environment management.

Tools/technologies: Jira, Confluence, Microsoft TFS, Amazon WorkDocs, SOAP, REST, Python, MDM/CDH (Uniserv), OpenShift, Docker, GitHub, Microsoft IIS, Active Directory, role mapping, AI tools such as Copilot, Claude and ChatGPT.

Automotive | Daimler AG / Mercedes-Benz AG

Senior IT Consultant / Business Process Management Consultant, initially ASS.TEC GmbH, subsequently freelance via SAS Beratung GmbH 01/2010-08/2017

Project context: Group-wide business process management, process management, IT organization, change management and IT operations management.

He advised business departments methodologically, functionally and administratively in group-wide business process management and took on a central role in the analysis, modeling, optimization and publication of business processes. This included the further development of process management standards, modeling conventions and governance structures, as well as quality assurance for process models before group-wide releases.

A substantial part of his work involved planning, moderating and leading process, methodology and convention workshops, as well as coaching process modelers and business departments. He also conducted training on ARIS, BPM methodology and process management, and supported project management in planning, schedule coordination and milestone tracking.

On the IT and organizational side, he prepared functional specifications, requirements documents, use case descriptions, operating instructions and procedural guidelines. He also designed and optimized IT operations management processes, supported change management and release topics, reviewed service level agreements, and coordinated security and compliance classifications in an international corporate environment.

Methods: Business process management, BPMN/BPMN 2.0, business analysis, requirements engineering, process modeling, process publication, process governance, workshop moderation, test management, change management, ITIL-oriented IT service management.

Tools/technologies: ARIS Business Architect, ARIS Business Publisher, ARIS Connect, Signavio, Camunda, BIC Platform, Confluence, Jira.

Pharma | Corporate/Enterprise Environment

SAP Consultant and IT Consultant / Business Process Management Consultant, ASS.TEC GmbH 2003-2010

Project context: Methodology development and process management based on SCOR reference processes.

In the pharmaceutical environment, he supported the development and application of process management methods, conducted as-is process analyses and functional process workshops, and modeled business processes for SAP-related target scenarios. Focus areas included target process definitions for SAP processes in SD, MM and DMS, as well as the functional design of synchronization between SAP Solution Manager and ARIS Business Architect.

Methods: As-is analysis, process workshops, process modeling, target process definition, SAP-related process consulting.

Tools/technologies: SAP Solution Manager, ARIS Business Architect, SAP SD, SAP MM, SAP DMS.

Discrete Industries, Plant and Mechanical Engineering | Mid-Sized/Industrial Environment

SAP Consultant and IT Consultant / Business Process Management Consultant, ASS.TEC GmbH 2003-2010

Project context: SAP Business All-in-One, best practices and introduction of a process-oriented modeling and documentation methodology.

He supported SAP application consulting in the Sales and Distribution (SD) module, prepared system environments together with SAP Basis teams, and contributed to the implementation and testing of SAP Business All-in-One based on best practices. In parallel, he provided methodological support for defining modeling methodology and conventions.

Consulting focus areas included process discovery in workshops with business departments and SAP consultants, live modeling, process analysis with regard to weaknesses, information flows and system support, and conducting information sessions on BPM tools.

Methods: SAP consulting, process discovery, process analysis, workshop moderation, modeling methodology.

Tools/technologies: SAP Business All-in-One, SAP Best Practices, SAP SD, ARIS, BPM tools.

Services / Management Consulting | Internal Development Project
IT Consultant / Business Process Management Consultant, ASS.TEC GmbH 2003-2010

Project context: Development of a mobile service solution and derivation of functional requirements from process models.

He supported an internal project to develop a mobile service solution, consolidated process documentation, and created ARIS reports for the structured evaluation of key process information. The information obtained served as the functional basis for software development.

Methods: Process documentation, functional structuring, requirements derivation, reporting.

Tools/technologies: ARIS database, ARIS reports.

Teaching and Knowledge Transfer

Since 2013, Sascha Ströbel has been a lecturer and examiner at DHBW Stuttgart in the Business Information Systems program with a focus on business process management. This includes lectures, examinations, and supervision of project and bachelor's theses. From 2010 to 2012, he was also a lecturer at Esslingen University of Applied Sciences in the area of business process management.

Education

2001-2002	Master of Computer Science (MCS), HTWG Konstanz. Master's thesis: Goal and benefit orientation in the implementation of ERP systems in mid-sized companies.
1996-2001	Diplom-Betriebswirt (FH), HFWU Nürtingen-Geislingen. Focus areas: industrial management, business information systems, organization/project management.
Practical Experience	SAP AG, Walldorf; KPMG Assurance, Information Risk Management, Frankfurt & Stuttgart. Diploma thesis on SAP Business Information Warehouse (SAP BW) at Cap Gemini Ernst & Young Consulting, Stuttgart.

Certificates and Qualifications

03/2026	TÜV AUSTRIA: Management Consultant, focus on AI & Digitalization, certification according to ISO/IEC 17024. Valid until 31.12.2029, certificate register no.: TA 7052621341.
03/2026	Further training in AI organizational development and change, marketing consulting qualification
12/2025	Further training in AI strategy and application, marketing consulting qualification
09/2010	ITIL v3 certification
08/2008	SAP Certified Application Associate - Logistics / SAP Business All-in-One
2003-2008	ARIS qualifications: ARIS 7.1, ARIS SAP NetWeaver / SAP Solution Manager, ARIS ADM and ARIS ATS2

Personal Details

Date of Birth	6 September 1975 in Rottweil
Nationality	German
Languages	German (native), English (fluent)
Civic Engagement	Member of the Schömborg Municipal Council and Deputy Mayor of the town of Schömborg (2009-2019)