

Julia Frey – Executive CV

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EXECUTIVE SUMMARY

Senior Executive Advisor and Digital Commerce & IT Consulting Leader with 20+ years of international B2B experience. My background includes building and scaling AI-driven digital commerce solutions and composable architectures, leading global technology teams, and designing data-driven, scalable customer journeys. Acting as a bridge between technology and business, I support proposal development, project setup and delivery for large-scale B2B, composable commerce and AI-focused initiatives. I combine technical expertise with strong business acumen and a commitment to leadership and talent development.



Core Keywords for Expert & AI Matching:

AI • GenAI • Multi-Agent Systems • B2B eCommerce • Composable Commerce • API Economy • Digital Sales Enablement • Customer Journey Optimization • Cloud Architecture • P&L Responsibility • Agile Delivery • Leadership Coaching • Chemical Industry • Digital Transformation • Program Leadership

CORE SKILLS

Digital & Technology

Composable Commerce Architecture; GenAI & Multi-Agent Solutions; B2B Digital Platforms (32B€ transaction volume); API & System Integration; Data-driven Sales; Digital Customer Journey Design

Leadership & Transformation

Global Leadership (150+ tech experts); P&L Ownership (up to 700M€); Coaching & Talent Development; Cross-regional Team Leadership; Global Change Management

Consulting Expertise

IT Strategy; Operating Model Design; Process Optimization; Program & Stakeholder Management; Digitalization Roadmaps; Transformation Lead

Industries & Domains

Chemical Industry; B2B Sales; Supply Chain; Procurement; Product & Innovation Management

PROFESSIONAL EXPERIENCE

2020 – Feb 2026 | BASF SE, Ludwigshafen – Vice President Digital Commerce & Advisory

Global responsibility for strategy, build and run of BASF's entire digital commerce landscape incl. 32B€ transaction volume and 10k+ B2B partners. Implemented composable commerce architecture across regions. Led development of GenAI-based multi-agent system enabling automated customer self-service. Leadership for 150+ global tech experts across all regions.

2015 – 2020 | BASF SE – Vice President Business Management Europe & Emerging Markets

Full P&L responsibility for 700M€ portfolio across EMEA. Led cross-regional teams of 100+ people in 20+ countries. Developed digital sales strategies and customer engagement models for industrial clients.

2012 – 2015 | BASF Corp., USA – Vice President Procurement Basic & Traded Products NA

Procurement responsibility for 3.5B US\$ spend incl. trading activities and hedging programs. Led teams in NJ and TX. Optimized sourcing processes and implemented new business models to leverage shale gas opportunities.

2008 – 2012 | BASF Corp., USA – Business Director Hygiene Products Americas

Full P&L responsibility (400M US\$) for North & South America. Led sales, marketing, supply chain, development and production teams (80 people).

1999 – 2008 | Various Roles – BASF SE & Accenture

Roles in Marketing, R&D project management, procurement and consulting. Early career at Accenture in process and eCommerce consulting.

EDUCATION

Ph.D. in Engineering (Dr.-Ing.) – Helmholtz Institute of Biomedical Engineering, RWTH Aachen (1996–1999)

Master's Degree in Process Engineering (Dipl.-Ing.) – RWTH Aachen (incl. 9 months University of Akron, OH, USA)