

Markus Bachmeier

Position/Department/Division/Institution/Organization

Head of Hydrogen Solutions / Technology & Innovation / The Linde Group

Country

Germany

Career history

Markus Bachmeier works in the Linde Group's Technology & Innovation division and is the Head of Hydrogen Solutions.

Following military service in the Alpine and Airborne Divisions from 1982-1984 and college, Mr. Bachmeier worked at the Boston Consulting Group in Dusseldorf and Munich as a Consultant and Project Manager, working with clients in the automotive, industrial goods, and durable consumer goods industries until 1998.

Mr. Bachmeier also worked in sales, marketing, and after sales at BMW AG in Munich, Germany, and Birmingham, UK, from 1998-2008.

Since 2008, he has been employed by Linde AG and is responsible for the following areas:

- R&D and Hydrogen Innovations
- Project Execution, especially for Hydrogen Refuelling Station projects and customer specific application projects: design, installation, commissioning, and after sales services
- Market and Project Development, including strategic projects such as the "H2Mobility Deutschland" infrastructure joint venture

Mr. Bachmeier attended the Technical University Munich, Germany, from 1984 - 1990, earning a diploma in Mechanical Engineering, with a major in Production Operations Management.

He was an exchange student at the University of Wyoming, USA, during 1987-1988, and pursued an MBA in General Management and International Marketing at INSEAD in Fontainebleau, France, in 1993 - 1994.

Areas of expertise

Hydrogen technologies (esp. refueling) and hydrogen infrastructure build-up

Automotive industry marketing, sales, and after sales

Strategy development and implementation