

Hans-Dieter von Reitzenstein

Experience, vision, and entrepreneurial resolve – from the very beginning.

TECHNICAL DIRECTOR · GIOBOTICS · KIEL · 2026



Childhood & Origins: The Question That Started It All

Caracas, 1972

Hans-Dieter von Reitzenstein was born in Venezuela and grew up in a culturally diverse, internationally shaped environment – a foundation for his later openness towards people, cultures, and ways of thinking.

"How does this actually work?"

Even as a child, he would take apart toy cars, electronic devices, and mechanical objects – not because they were broken, but because he was fascinated by what lay hidden inside. Cogs, motors, cables, switches. And, of course, putting everything back together and getting it to work again.

This curiosity grew over the years into a deep interest in technology, electronics, and aviation. After completing his schooling in 1990, he undertook a vocational training in **aviation electronics** and subsequently studied **engineering with a specialisation in electronics** in Venezuela.

Understand technology. Analyse problems. Develop solutions. Take responsibility.

A New Beginning in Germany: Bundeswehr & Technical Expertise



Arrival in 1992

Hans-Dieter came to Germany – a country shaped by industry, mechanical engineering, and technical precision. Joining the **German Air Force** meant independence, responsibility, and the continuation of his technical passion.



Technical Qualification

He immersed himself in **radio electronics, mechanical systems, and materials technology**. Technology had to function reliably under real-world conditions – maintenance, materials, organisation, and logistics were directly intertwined.



Bridging Technology & People

As a language mediator in multinational exercises – in German, Spanish, and English – he recognised early on: technical knowledge alone is not enough. Those who succeed in complex organisations must also **communicate, coordinate, and maintain an overview**.



MTU Friedrichshafen: From Technician to Solutions Specialist

1995–1999: Training as an Industrial Mechanic

At **MTU Friedrichshafen** – today part of the Rolls-Royce Group – Hans-Dieter completed an apprenticeship specialising in **precision engineering**. He deepened his knowledge in mechanical engineering, hydraulics, electronics, cutting technology, and systems integration.

High-performance industrial engines demanded the utmost precision: a fault in a single component could affect the entire system. Systematic fault-finding and a thorough understanding of root causes became a guiding principle.

The Key Realisation

Alongside the technical work, his interest grew in the question: *What concrete benefit does a solution offer the customer?* Through his multilingual abilities, he became the interface between engineering and the customer.

Successfully applying technology means not only understanding a product. You must also understand the person who needs it.

Internationalisation: Luxury Yachts, Spain & Own Enterprise

Yachts & Shipyards

Management of demanding propulsion projects for luxury yachts in Spain – acting as the interface between manufacturer, shipyard, technicians, and clients. Warranty and guarantee processing for high-value systems.

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Own Enterprise

Mid-2000s: Founding of his own company in Spain, specialising in international trade in technical components, machinery solutions, and spare parts – with business relationships extending to **Latin America**.

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Spanish Branch

Establishing a service organisation for the Spanish market in partnership with an MTU partner company. Building business relationships, organising processes, and bridging cultures – in German, Spanish, and English.

- ❏ He identifies opportunities where others initially see obstacles. For him, growth means recognising potential, developing structures, and creating new possibilities.



Panama, Return & Professionalisation in B2B Sales

Panama: American Global Business Corp.

The financial crisis from 2008 onwards fundamentally changed the Spanish market. Hans-Dieter turned his attention towards Latin America and worked for several years as a **freelancer** in Panama. The portfolio encompassed machinery, compressors, solar technology and construction projects.

Clients received not individual products, but **ready-to-use complete solutions** – technically advised, procured and coordinated.

Return 2016: HYDRO Systems KG

With broad experience, Hans-Dieter returned to Germany. At **HYDRO Systems KG** – a specialist in Ground Support Equipment and Maintenance Tooling in aviation – he combined Technical Support with sales.

Service conversations became advisory conversations. Technical problems gave rise to opportunities for spare parts, modernisations and new solutions. **Technical Support and sales belonged together, in his view.**

Leadership & International Expansion: NOCK Maschinenbau GmbH

Sales Director from 2021

Assumed leadership responsibility for international sales and marketing. Overseeing a worldwide **dealer network of over 160 sales partners**.

Latin America as a Growth Market

Following the outbreak of war in Ukraine, he systematically opened up **Central and South America** – culturally, linguistically, and commercially well-acquainted. The strategy proved successful.

Sales Meets Marketing

Modern sales and marketing are inseparable. Digital visibility, customer journeys, and data influence how clients perceive organisations – an insight that shaped his next step.

A family situation led to a move to northern Germany – and to a deliberate decision: not merely a job search, but a comprehensive **professional and digital reorientation**.

Digital Realignment & AI: von Reitzenstein Dynamics UG

Two Years of Focused Development

Hans-Dieter invested intensively in **online marketing, digital strategies, automation, CRM systems and customer journeys**. One technology quickly moved to the forefront, whose significance extends far beyond conventional marketing:

How does Artificial Intelligence work – and how can it be used meaningfully?

He deepened his knowledge in **AI, automation and digital process optimisation**, combining it with his decades of experience in engineering, sales and leadership.

Founded 2024

The **von Reitzenstein Dynamics UG** was established as a practical test and development platform – not a conventional start-up, but a place to develop digital concepts, trial marketing approaches and evaluate AI tools under real-world conditions.

Theoretical learning once again became practical experience – a principle that has accompanied his entire professional career.

Technical Director at Giobotics: Service Robotics from 2026

On **11 June 2026**, Hans-Dieter took on the position of **Technical Director** at Giobotics in Kiel – in an industry that combines mechanics, electronics, software, automation and AI.

Technical Support & Coordination

Handling technical issues, coordinating installations, maintenance planning and their execution – at the interface between customers, technicians and the organisation.

Building Technical Clusters

Supporting the development and organisation of technical service structures across Germany, in close collaboration with senior management.

Product Development & Processes

Insights from day-to-day operations feed back into the technical development of the robotics models. **Service becomes a source of information for product development.**

Training & Knowledge Transfer

Responsibility for continuing professional development for staff, customers and partners. Technical knowledge must be documented and made available throughout the organisation.

A Circle Completes Itself

From Curious Child to Technical Director

As a child, Hans-Dieter would take apart technical devices to understand how their parts worked together. Today, his role involves applying that same principle to organisations and modern robotics:

Understand the individual components, recognise how they relate to one another, and develop a functioning whole from them.

A Profile That Comes Together

01

Engineering & Technology

02

International Sales & Entrepreneurship

03

Leadership & Business Development

04

Digitalisation, AI & Innovation

05

Service Robotics & Technical Direction

- ❏ What were once separate stages of his career now come together in a single role: Technology. Service. Customer focus. Leadership. Sales. Processes. Digitalisation. Innovation.