

Curriculum Vitae

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Overview

Date of birth	08.10.1964
Nationality:	German
Marital status:	married, 1 child
Language skills	English: fluent French: basic knowledge
Educational degree	University diploma in 1989: Dipl.-Betriebswirt (FH), Business Administration (equivalent to MBA), diploma in 2 focus areas: <ul style="list-style-type: none">• International Marketing & HR Management
Profile	+30 years Business & People management experience in the IT Industry working for leading international companies. Breadth of business leadership experience across all customer (Consumer, Small, Midmarket & Large Enterprise) & channel segments (direct & indirect); dealing with business re-structuring, acquisitions and new go-to-market entry strategies. Personal leadership principals are based on a strong alignment of 3 core assets: Customer centric and crisp go-to market Strategy, efficient & impactful operating models and people centric culture. Personal strengths center around strategic thinking, thrive for results through a leadership style which focuses on motivation, clear goal setting & empowerment.
Personal interests	Experiencing different cultures, Sport (skiing, motor cycling, mountain biking), social work (instructor, social sponsoring)

Professional experiences

2021-2022

Insight Enterprises Global Chief Growth Advisor

- Advisor Responsibilities: in charge to partner with Board of Directors, Insight CEO/CFO and Regional Presidents to define key growth priorities for the next 5 years to secure long term success.
- KEY Achievements: Identified KEY Growth Initiatives, developed Blueprint Design, tested Execution Excellence via Pilot programs across all regions and secured Board of director approval for implementation.

2014-2020

Insight Enterprises President EMEA

- President Responsibilities: Accountable to lead the financial success of the entire region, in charge to design and execute the transformation to a Solution & Services Provider, reported to CEO and Board of directors as Officer (16)
- People Management: + 2500 employees
- Revenue & P&L Accountability: +1.6 B \$
- KEY Achievements: In average double digit annual profit growth over 7 years. Executed transformation from a transactional reseller to a services & solution provider in region and supported transformation globally. Drove specific employee satisfaction score improvement initiative leading to Best Place to Work rewards across the region.

2010- 2013

Microsoft Central & Eastern Europe Vice President & COO Central Eastern Europe

- COO Responsibilities: Accountable for the entire business (Consumer, Small-Midmarket & Enterprise) through all channels in 20 countries
- People Management: +2000 employees
- Revenue & P&L Accountability: +3 Billion \$
- KEY Achievements: double digit Rev & Profit growth despite economic challenges in the region, re-structuring of Enterprise sales to sustain long term customer loyalty and profit growth; geographical resource re-alignment to address highest growth opportunities within the region; continuous improvement of customer & partner loyalty index across the region

2007-2010

Microsoft Europe (EMEA) Vice President EMEA Small & Midmarket, Solution & Partner Organization

- Vice President Responsibilities: Accountable for the Small- Midmarket & Partner Channel business across EMEA: Western Europe, Eastern Europe, Middle East & Africa
- People Management: +1500 employees
- Revenue & P&L Accountability: 45% of Microsoft EMEA Revenue
- KEY Achievements: Revenue & Profit growth every year despite economic challenges in 2008, successful introduction of new business model for Channel partners in the region. Launch of new Cloud Service model for customers across the region, continuous improvement of customer & partner loyalty index across the region

2004-2007

Microsoft Europe (EMEA)

General Manager Information Worker Business Group

- Business Unit General Manager: Accountable for the 2nd largest Business Group (Office Product Group) within Microsoft for EMEA: Western Europe, Eastern Europe, Middle East & Africa
- People Management: +1000 employees
- Revenue & P&L Accountability: 45% of Microsoft EMEA Revenue across all customer & channel segments
- KEY Achievements: exceeded Revenue & Profit growth targets every year, successful implementation of the Office product line transformation across the region; launch of new product innovations such as MS SharePoint resulting into the fastest growing business product line within the company; actively promoted new go-to-market strategies resulted for example into launch of specific Office product line for consumer channel; continuous improvement of customer & partner loyalty index across the region

2001- 2004

Microsoft GmbH (Germany)

Director Small & Medium Businesses, Member of the Subsidiary Executive Board

- General Manager Small & Medium Customer & Channel segments: Accountable to manage all indirect channel partners and grow Microsoft Revenue, Profit and Market share with Small & Medium Size customers.
- People Management: +200 employees
- Revenue & P&L Accountability: 50% of Microsoft subsidiary revenue
- KEY Achievements: exceeded Revenue & Profit growth targets every year, successful acquisition and integration of ERP vendor Navision to expand product portfolio, significantly expanded number of indirect value channel partners to secure long-term sustainable revenue & market share growth through partners in the region; continuous improvement of customer & partner loyalty index across the region

1998-2001

Microsoft GmbH (Germany)

Director Marketing, Member of the Subsidiary Executive Board

- Marketing Director: Accountable to manage entire Marketing portfolio across all product lines & customer/channel segments (PR, Product-Marketing, Marketing Communications, Market Research, Tele-Sales Operation, Strategic Planning)
- People Management: +250 employees
- Marketing Budget Responsibility: +50 Mio Euro
- KEY Achievements: exceeded Revenue & Profit growth targets every year, successful launch of new +140 people telesales organization, grew market share position across all product lines; re-alignment of marketing mix portfolio to gain higher efficiency and impact of marketing spending; continuous improvement of customer & partner loyalty index across the region

1991- 1998

Microsoft GmbH (Germany)

Business Unit Manager for Germany, Austria & Switzerland

- Business Unit Manager: Accountable to successfully sell the Office Product line into German speaking markets ; Responsible for Marketing & Sales
- Revenue Responsibility: 50% of the revenue in the region
- People Management: +10 employees
KEY Achievements: exceeded Revenue & Profit growth targets every year, successful product launches allowed to gain market share leadership positions against key competitors in all key categories

1989-1991

Hewlett-Packard Peripherals Group Europe (EMEA)

European Software Program Manager- Strategic Account Management

- Strategic Account Management & Program Management: Accountable for Technology Adoption and Joint Sales & Marketing of HP printing devices in partnership with strategic European Software vendors
- KEY Achievements: contributed to successful Market leadership positions of HP LaserJet & Inkjet devices across Europe, re-designed & successful launch of New HP Software Partner program