

Generated >€394M in Mid-Market Deals | €891M in Incremental Sales | €85M+ in Cost Savings

Proactive, forward-thinking business and go-to-market (GTM) change agent who generated >€900M and catalyzed €2.2B in new software-, license-, and services-based revenue in EMEA channel and vertical markets. Produced 123% to 142% of data and Internet solutions sales for Cisco over 3 years. Awarded Harvard Business School MBA. Earned 6 senior-level promotions with Cisco in 14-year tenure.

- **Restructured cross-functional organizations, spawning €78M+ in profit enhancement.**
- **Cultivated >€725M in new EMEA sales and forged dozens of strategic alliances in just 2 years.**
- **Tried new GTM models via Cloud UCaaS pilots with €56M to €94M in forecasted revenue.**

SIGNATURE STRENGTHS

DIRECT/PARTNER SOLUTION SELLING ▪ CHANNEL DEVELOPMENT & MANAGEMENT ▪ PRODUCT & SOLUTION MANAGEMENT ▪ NEW PARTNER/CLIENT ACQUISITION ▪ P&L OVERSIGHT ▪ VIRTUAL & MATRIXED PEOPLE MANAGEMENT ▪ MULTILINGUAL GERMAN/ENGLISH/FRENCH

SALES LEADERSHIP ACHIEVEMENTS

CISCO – Vienna, Austria

1999 – Present

Austrian subsidiary of Cisco, the global leader in Internet connectivity solutions, with 3,000+ staff in EMEA and €2.7B in revenue.

DIRECTOR – VENDOR SALES CHANNEL EMEA [2010-Present]

Drive next-level Internet solution field sales for national/international service providers as sales channel partners and direct customers in Europe, the Middle East, and Africa (EMEA). Strategized consolidated EMEA sales/business plan encompassing UCaaS/SaaS pilots.

Steer channel partner account management, portfolio positioning, partner enablement, and marketing. Direct territory planning, resource allocation, channel coverage, and customer requirements elicitation with a 12-member direct and 52-member matrixed team.

Surpassed sales targets 276%, initializing triple-digit multimillion-dollar global partner revenue. Captured multimillion-dollar key RFPs with partners in the banking, automotive, manufacturing, and public sectors.

- **Spearheaded a global cross-functional initiative to resolve partner service and support concerns** and revitalize internal focus on Service Providers. Defined operational gaps and planned and executed solutions to strengthen partner motivation and revenue.
- **Increased business 39% in a declining market** by strategizing a Cloud, value-added, and volume SMB solution portfolio. Earned strategic vendor status with 4 key accounts and built the €900M, 3-year business case for 8 providers.
- **Sustained #1 market stance**, positioning Cisco as pilot Cloud provider for future solution deployment. Devised new pilot go-to-market models, crafted EMEA-specific interim options, and launched a €85M, 2-year program with a Western European provider.
- **Won small-to-large SMB and mid-market deals and Cloud pilots valued up to +€149M.** Fortified 5- to 7-year revenue stream by winning mid-priced volume deals.

DIRECTOR – SERVICE PROVIDER SALES & BUSINESS DEVELOPMENT EMEA [2008 – 2010]

Steered business development and channel teams, leading identification and realization of sell-to/through growth opportunities to EMEA Service Providers. Developed new channel sales go-to-market models and positioned Cisco in vertical SP teams.

Outpaced sales target 312% and augmented vertical, networking, and new products business. Reversed SMB portfolio performance in a strategic account and captured double-digit multimillion-dollar projects.

- **Increased Service Provider business +7 times over.** Established global processes and landed key deals in SMB/mid-market, vertical, and new technology segments. Earned global thought leader recognition.
- **Averted the loss of British Telecom as critical UK account** to a competitor after Protel acquisition. Preserved double-digit multimillion-dollar revenue by introducing a new field sales coverage model and building client-specific product bundles.

SALES LEADERSHIP ACHIEVEMENTS CONTINUED

DIRECTOR – ALLIANCE MARKETING & BUSINESS DEVELOPMENT EMEA [2007 – 2008]

Led alliance marketing and business development for regional/global system integrators/service providers and consultants throughout EMEA. Restructured teams (14 direct/110 indirect staff) into marketing support/partner enablement and industry specializations.

- **Achieved 120% of EMEA business development target**, deepening lead generation and customer positioning. Enhanced product/R&D collaboration through initiation of a joint, industry-specific go-to-marketing approach.
 - Positioned new Communication-Enabled Business Processes (CEBP) software applications, initialized joint development with 12 partners, and forged relationships for advanced joint solution selling.
 - Oversaw joint marketing plan development and general solution campaigns with partner marketing teams. Managed industry-focused vertical marketing material design and training for financial, healthcare, hospitality, and retail sectors.

DIRECTOR – INDUSTRY MARKETING & SOLUTIONS EMEA [2006 – 2007]

Exceeded €92M sales target by 125%, guiding industry-driven EMEA product marketing and solutions teams (18 direct/120 indirect). Developed and marketed solutions for global vertical markets.

- **Built vertical marketing organization from the ground up** and led solution management organization. Guided market research and the design of industry-specific solutions with a €85M+ market value.
 - Bolstered revenue 18% by offering industry-centric solutions and services. Marketed solutions and cultivated new leads through promotions at industry events, trade fairs, and branch symposiums.
- **Expanded solution partnerships 40%** through creation of a new vertical ecosystem and positioning with global accounts, consulting partners, VARs, and System Integrators. Developed a fully integrated, joint retail banking solution with HP.

DIRECTOR – BUSINESS & PROGRAM MANAGEMENT [2004 – 2006]

Produced €40M in sales and influenced €732M as investor-appointed lead change agent. Re-engineered product unit, initiating consolidation to streamline the business structure, processes, and portfolio. Led a direct team of 60 and a matrixed team of 200.

- **Lowered sales/order handling up to 64%**, trimmed stock 28%, and decreased IT expenses 41%. Innovated a new GTM model and organizational structure, shortened sales forecasting process 24%, and improved sales planning accuracy 43%.
 - Structured customized and project-specific products and services and directed key account project management from pipeline maximization to solution development and sales support.
- **Generated multimillion-dollar incremental sales** and cut staffing expenses 33%, designing, implementing, and managing a centralized sales clearinghouse. Reduced 20K order backlog and imposed pipeline management discipline.

HEAD OF DATA & IT SOLUTIONS – PARASIDES [2002 – 2004] | HEAD OF SMB SALES & OPERATIONS [1999 – 2002]

Overachieved data and IT target of €180M by 127% while increasing profitability 13% and neutralizing a negative EBIT result. Catalyzed 13% cost savings for 3 business units by reengineering profit model. Led a team of 25 direct and 190 indirect personnel.

- **Retained after leading the start-up of Parasides SMB subsidiary.** Forged initial sales, built launch team, and devised product/service portfolio. Led unit shutdown within 3 months in the face of revised corporate strategy and business closure.

EARLY CAREER HISTORY: VP – Marketing & Indirect Sales ▪ TETRATEL [2 years] | **Deputy VP – Product Management/Head of Data Solutions** ▪ DELTOM [1 year] | **Senior Product, Key Account, Business & Project Manager** ▪ SAMSUNG AUSTRIA [7 years]

EDUCATION

MBA in International Marketing [Summa cum Laude] ▪ HARVARD BUSINESS SCHOOL – Cambridge, MA

BS in Marketing & Finance ▪ UNIVERSITY OF ECONOMICS AND BUSINESS – Paris, France

RESUME STRATEGY

Paul had been job searching for some time by the time he approached me for help. Although he'd had quite a few interviews, they were all for lower-level jobs than he was seeking (VP). He presented with a typical European CV which was 4-pages long and had little to no achievement or branding focus.

We rebranded Paul's presentation by moving him from a CV to a multinational resume so he could compete on a more even footing for roles in multinational firms (I also crafted a full CV for him to use in his home country of Austria). We showcased his achievements and trimmed away the previous intense focus on his responsibilities that was underwhelming his readers.

A matching executive bio, LinkedIn profile, and letter suite completed Paul's package. Almost immediately after launching his search he emailed me that the new resume was working. He noted that he was now getting interviews for the higher-level roles he wanted. In fact, on the day I submitted this document to the TORIs, Paul wrote me that he had accepted a VP of Sales role in the US with a sizable multinational firm in his industry. His job search lasted less than 6 months start to finish.