Interim-Management

Head of Sales & Sales Excellence

Core Competencies

- ⇒ Leadership
- ⇒ GTM & Pipeline Orchestration
- ⇒ New Customer Acquisition & Key Account Management
- ⇒ Negotiation & Closing
- ⇒ Forecasting & Governance
- ⇒ Sales Excellence & Enablement
- ⇒ Channel & Partnerships
- ⇒ Deal Strategy & Pricing

Industries

IT & Software (ERP · CRM · SaaS · Cloud) · Payments & Financial Services · B2B Consulting & Professional Services

Contact & Links

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Podcast: B2B Vertrieb und Kommunikation unzensiert (Host & Producer)

Languages

German (native) · English (fluent)



Jacobus Onneken

Building & Scaling B2B Revenue

Mitglied der DDIM e.V.

DDIM.

Dachgesellschaft Deutsches Interim Management e.V.

Jacobus Onneken is an Interim Head of Sales / Head of Sales Excellence. With over 28 years of experience, he builds revenue, leads sales teams and opens up new markets – delivering fast, measurable results within fixed-term mandates. He achieved +1,200% revenue growth within six years in Customer Success for an international client, generated €85 million in new revenue within three months, took responsibility for projects worth up to €200 million, and led teams of up to 45 people (5–10 direct reports). Industry focus: IT, ERP/CRM software, SaaS, PaaS and Payments. He combines hands-on, execution-strong leadership with clear governance (revenue forecasting & sales steering, pipeline orchestration & deal coaching) – building structures, scaling them quickly, and handing over stable operations to the line/management. He is a sales architect.

Work Experience Part 1:

07/2020–present | **Head of Sales; Interim Manager, Expert & Consultant for B2B Sales**
360° BizDevelopment e.K. (SME), Schmitten

- Interim management — sales leadership; market entry in the DACH region
- Development of strategic partnerships (customer loyalty & sales).
- Consulting, training, business coaching, and project management.
- Project responsibility up to €30M.
- Direct leadership of project teams with up to 10 employees.
- Recent Interim & Consulting Engagements:
  - 2026 · **DB Connect GmbH (Bonvoyo)** — IT / Mobility Solutions — Sales Manager (Interim), strategic and hands-on support for divisional and sales & marketing leadership
  - 2025–2026 · **codafish GmbH** — IT / Digitalisation Agency — Head of Sales & Marketing (Interim), 3 employees, member of the management team, revenue €5m
  - 2025 · **Sage Central Europe** — IT — Senior Director Medium Sales — ERP, Finance & HR Software (Interim), 45 employees, revenue €20m
  - 2024 · **Pitney Bowes Germany** — IT — Head of Sales — Solutions & Shipping (Interim), 8 employees, project volume €4m
  - 2024 · **Halifax-Consulting** — Services (SME) — Country Manager & Head of Sales Germany (Interim), 3 employees
  - 2023–2024 · **PP Picture Partners GmbH** — Services (SME) — Head of Sales (Interim), 6 employees
  - 2021–2022 · **Worldline** — Payments/IT — Key Account Management (Interim), project volume €20m
  - Further client projects include EVOS, Data Respons Solutions, Hays, Taskforce, ALEA, LPS, CDH, Semadeni, P-Systems

04/2017–06/2020 | **Manager Partnerships, Global Commercial Services**
American Express, Frankfurt

- Development of new partnerships, with a focus on strategy, customer loyalty and new sales partnerships.
- Close collaboration with all AMEX sales channels and internal departments.
- Managing various projects ranging from €10M to €200M.
- Identified and initiated a new business area within three months, resulting in €85M in new business.

07/2015–03/2017 | **B2B Sales Project & Business Specialist**
Apple, Hamburg

- B2B sales, business projects, consulting, leasing, and B2B events.

Work Experience Part 2:

2010–06/2015 | **Sales Consultant, Trainer & Business Coach**
Sales Consulting Onneken (SME), Hamburg

- Interim Management: Head of Sales, Revenue Growth, Sales Efficiency.
- Conception and launch of sustainable sales strategies, plus development of new sales channels and market segmentation. SME Sales setup – reaching great results.
- Recruitment, training, and coaching of new sales employees — hands-on for SMEs
- Consultant for 16 start-up projects as part of the German KfW start-up coaching program.
- Development and delivery of training courses (German/English) with a focus on sales & negotiation techniques, DiSC and communication skills.
- Business coaching for managing directors, sales managers, and employees.
- Direct management of up to 7 employees.
- Client focus on SME growth; notable brands include Porsche, DHL, Toshiba, Calderys and Esselte.

2002–2010 | **Client Services Manager (CSM)**
Meridian Global Services (SME), Hamburg

- Key Account Management in DACH, the UK, and Spain with revenue responsibility of €3M and VAT reclaim volume of up to €100M.
- Great Success with an international automotive component supplier: Achieved a 1,200% revenue increase in six years.
- Direct management of 2 employees.
- Customers such as SAP, Continental, Faurecia, Alstom, Booz Allen Hamilton.
- Proven long-term loyalty to Meridian for > 7 years.

1999–2002 | **Sales and Technical Consulting**
elh eurolaser GmbH (SME), Hamburg

Education:

2018–2022 | Business Administration studies, FOM University of Applied Sciences & Fresenius University of Applied Sciences
1993–1996 | Apprenticeship IHK (Chamber of Industry and Commerce) — Industrial Business Management Assistant, VDO Adolf Schindling AG, Karben

Certifications:

2026 | AI-supported data analysis, LEEON Advanced Learning
2026 | AI and Automation, LEEON Advanced Learning
2026 | AI for Project management, LEEON Advanced Learning
2026 | AI-Manager, LEEON Advanced Learning
2025 | Stärkenkompass ("Strengths Compass") Expert – Stärkenkompass GmbH
2019 | Project Management Certificate, Fresenius University of Applied Sciences
2018 | American Express & Harvard Certificate in Leadership Excellence, Harvard Business School
2014 | Business Coach (IHK), Chamber of Commerce Würzburg–Schweinfurt
2013 | DiSC® Trainer Certification, Voss + Partner, Hamburg
2013 | Train the Trainer – Sales, Negotiation, and Relationship Management, TACK International

Selected interim assignments:

2026 · 4 months | DB Connect GmbH (Bonvoyo) – IT / Mobility Solutions – Sales Manager
Segment/product: Software for mobility solutions
Location: Remote & Germany-wide
Working model: 90% remote / 10% business travel & events
Scope: Strategic advice and support for divisional management and the Head of Sales & Marketing; hands-on support across the entire sales process. Analysis and optimisation of sales processes.

2025/2026 · 9 months | codafish GmbH – IT – Head of Sales & Marketing
Segment/product: Full-service digitalisation agency, e.g. ZOHO, Pimcore
Team: 3 employees, plus advising both managing directors
Revenue/volume: €5m
Location: Remote, DACH and Spain
Working model: 80% remote / 20% business travel, events, management offsites
Scope: Realigning and expanding sales and marketing; revising processes; strengthening the focus on new customer acquisition; CRM pipeline, processes and quality. Revising the pricing strategy.

2025 · 4 months | Sage Central Europe – IT – Senior Director Medium Sales
Segment/product: ERP, finance & HR software
Team: 45 employees, including 5 direct reports
Revenue/volume: €20m
Location: Frankfurt am Main
Working model: 25% remote / 75% office & business travel
Scope: Realigning and optimising the direct sales structure; revising processes; strengthening the focus on new customer acquisition; realigning communication; improving pipeline quality and sharpening revenue forecasting and sales management.

2024 · 6 months | Pitney Bowes Deutschland – IT – Head of Sales
Segment/product: Solutions & shipping software
Team: 8 employees
Project volume: €4m
Location: Darmstadt
Working model: 80% remote / 20% on-site & business travel
Scope: Leading the "Solutions & Shipping" team; revising the sales strategy and developing the 2025 realignment together with the leadership team; focus on new customer acquisition.

2021–2022 · 14 months | Worldline – Payments/IT – Interim Key Account Management
Project volume: €20m
Location: Frankfurt am Main
Working model: 95% remote / 5% office & business travel (due to COVID-19)
Scope: Managing two top key accounts; upselling and cross-selling; optimising communication and relationships with key stakeholders.

Available from 11 December 26 - 3-5 days/week - remote, on-site & international



Schmitten (Germany), 4 November 2026 – Jacobus Onneken