

# Serge MEGAZZINI

Executive Interim Manager

Sales leadership,  
from crafting strategies to execution



## My expertise: Sales strategy, performance & execution

- ✓ Designing and implementing strategies across the entire sales cycle and throughout all channels.
- ✓ Accelerating organizational efficiency (competencies, processes, tools, and governance).
- ✓ Steering high-stakes strategic projects and complex commercial transformation initiatives.

I am **independent interim manager** specializing in **sales leadership and performance** across **B2B manufacturing** industries.

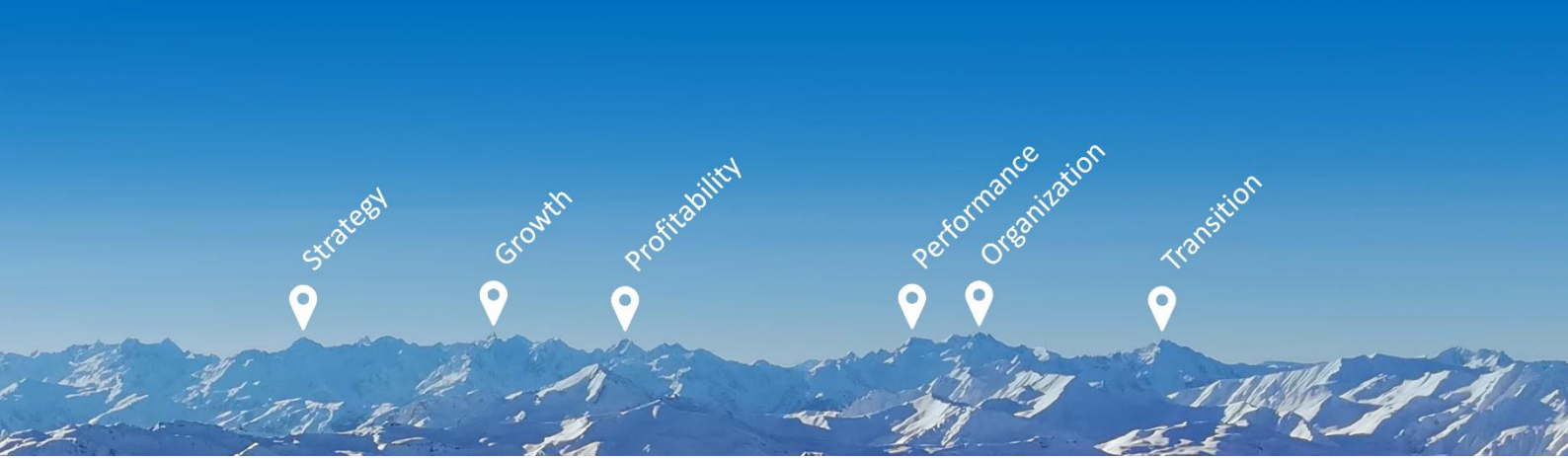
I take on roles as **interim CSO, Head of Sales / Business Development**, or **Strategic Program Lead** to address **critical commercial challenges** and deliver **growth and transformation objectives** through a pragmatic, results-driven approach.

I support **mid-sized companies and international groups** through pivotal phases - **expansion, restructuring, M&A transitions**, ... - ensuring strong alignment between strategic direction, operational execution, and value creation.

Highly mobile, I operate **at the heart of organizations**, working closely with teams to **consolidate results, anchor change** sustainably, and **provide effective knowledge transfer**.

## My Services: Sales leadership and interdisciplinary intrapreneurship

Strategy	Growth	Profitability
<ul style="list-style-type: none"><li>▪ Evaluating market dynamics</li><li>▪ Identifying success factors</li><li>▪ Developing commercial strategies and roadmaps</li></ul>	<ul style="list-style-type: none"><li>▪ Optimizing existing business</li><li>▪ Implementing and fine-tuning defined strategies</li><li>▪ Energizing sales channels</li></ul>	<ul style="list-style-type: none"><li>▪ Securing high-stakes negotiations</li><li>▪ Structuring pricing and fostering a profitability culture</li><li>▪ Resolving commercial claims</li></ul>
Performance	Organization	M&A Transition
<ul style="list-style-type: none"><li>▪ Conducting diagnostics</li><li>▪ Strengthening resources, processes, and tools</li><li>▪ Enabling frontline sales</li></ul>	<ul style="list-style-type: none"><li>▪ Optimizing the organization, roles, and responsibilities</li><li>▪ Structuring and managing KPIs and incentive systems</li></ul>	<ul style="list-style-type: none"><li>▪ Steering critical workstreams</li><li>▪ Negotiating key agreements</li><li>▪ Planning and executing seamless post-acquisition integration</li></ul>



## Key elements of my experience:

- **30 years of international B2B sales experience:** including **15 years in executive leadership roles** within global industrial groups and **7 years in interim management**.
- **7 successful interim management assignments:** focused on growth, restructuring, commercial transformation, and M&A Transition.
- Management of **annual revenue ranging from EUR 30m to EUR 900m** and leadership of **international sales teams ranging from 2 to over 200 employees** (Europe, Asia, Americas).
- **Leadership of multicultural and cross-functional teams**, delivering measurable impact on collective performance and business results.
- Deep expertise in business development within the **automotive, commercial vehicle, and appliance sectors**, working with OEMs, Tier 1 suppliers, and component manufacturers across both direct and indirect sales channels.

## Selection of completed interim management projects:

 <p><b>Wangen</b> 10.2025 to 05.2026</p> <p><b>Transformation project</b> Commercial restructuring, process optimization, management of commercial negotiations</p>	 <p><b>Einbeck</b> 04.2025 to 05.2025</p> <p><b>Performance Analysis</b> 360° assessments, identification of levers to improve business acquisition and sales performance</p>	 <p><b>Wangen</b> 09.2023 to 02.2025</p> <p><b>Transformation project</b> Restructuring, increasing commercial performance, implementation of new commercial development initiatives</p>
 <p><b>Werther</b> 02.2022 to 08.2023</p> <p><b>Transformation project</b> Development and implementation of a new strategy; improvement of practices and processes</p>	 <p><b>Langenthal</b> 06.2021 to 01.2022</p> <p><b>Interim sales management</b> Transition management, introduction of bottom-up strategic planning, development of distribution strategies</p>	 <p><b>Wuppertal</b> 06.2020 to 05.2021</p> <p><b>Transformation project</b> Improvement of business acquisition, pricing and negotiation processes, and collaboration with distributors</p>

## Executive career (prior to interim management):

 <p><b>Radolfzell</b> 01.2016 to 11.2018</p> <p><b>VP Sales &amp; Product Management</b></p>	 <p><b>Lüdenscheid</b> 09.2011 to 12.2015</p> <p><b>VP Sales &amp; Marketing</b></p>	 <p><b>Guyancourt</b> 02.2008 to 08.2011</p> <p><b>Branch office Director</b></p>
 <p><b>Sentmenat</b> 01.2006 to 01.2008</p> <p><b>Sales &amp; Engineering Director</b></p>	 <p><b>Lüdenscheid</b> 05.2001 to 12.2005</p> <p><b>Key Account Manager</b></p>	 <p><b>Saarbrücken</b> 02.1996 to 04.2000</p> <p><b>Consultant &amp; Project manager</b></p>