

Serge MEGAZZINI

Executive Interim Manager

Sales leadership,
from crafting strategies to execution



- Expert in:
- ✓ Crafting strategies across all business cycles and sales channels
 - ✓ Elevating the performance of sales organizations and processes
 - ✓ Leading key initiatives with a strong commercial focus

My name is **Serge Megazzini**. I am an **executive interim manager** specializing in **sales leadership and intrapreneurship** within **B2B manufacturing** industries.

As an experienced **interim CSO, Head of Sales / Business Development** or **Head of special projects**, I take responsibility for **overcoming commercial challenges** and **achieving growth and transformation goals** — in a strategically sound, operationally effective, and sustainable manner.

I support **international companies and corporations** during periods of change — whether **expansion, reorganization, or post-merger integration** — and ensure that commercial actions produce the desired impact and results.

Highly **mobile geographically**, I work closely with teams to optimize strategic alignment, operational implementation, and know-how transfer.

My offer – My focus:

Sales leadership and intrapreneurship

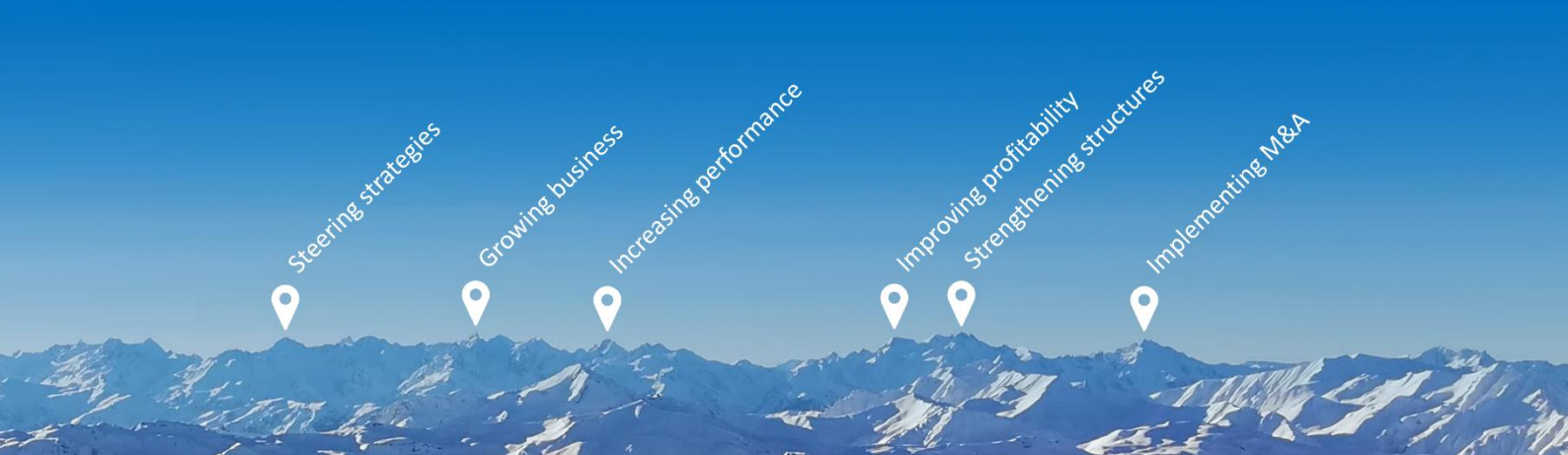
Steering strategies	Growing business	Increasing performance
▪ Evaluating market dynamics ▪ Defining success factors ▪ Generating effective strategies and Go-to-Market roadmaps	▪ Implementing and refining defined strategies ▪ Consolidating core business ▪ Boosting sales channels	▪ Performing a 360° analysis ▪ Improving skills, processes, and resources ▪ Empowering sales teams
Improving profitability	Strengthening structures	Implementing M&A
▪ Securing negotiations ▪ Anchoring responsibility for cash flow and profitability ▪ Resolving commercial claims	▪ Expanding distribution channels ▪ Optimizing organization, roles, processes, and KPIs ▪ Differentiating KAM and BDM	▪ Performing workstreams ▪ Negotiating agreements ▪ Planning and implementing post-closing integration

My equation for B2B sales success:

Anticipation x Networking x Leadership = Impact³



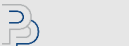
Mitglied der DDIM e.V.
DDIM.
Dachgesellschaft Deutsches
Interim Management e.V.



The main components of my experience:

- **30 years of international B2B sales career**, including nearly **15 years in C-level positions** at **global industrial companies** and **6 years executive interim management**
- Acting as interim executive since 2019 – **Successful in six assignments** focused on **growth, transformation, and integration**
- **Revenue responsibility** ranging from EUR 30m to EUR 800m annually and **management of sales teams** with 2 to over 80 members worldwide (Europe, Asia, America)
- **Permanent leadership of multicultural and interdisciplinary teams** – from several countries and disciplines simultaneously – with measurable contribution to their success
- Successful execution of multiple regional and global **commercial transformation** and **business development** projects
- Extensive experience collaborating with **OEMs, equipment manufacturers, and suppliers across the automotive, heavy truck, and appliance industries**

Selected interim management projects:

 KAYSER AUTOMOTIVE SYSTEMS  Einbeck 04.2025 to 05.2025 Project Analysis of commercial effectiveness, identification of levers for improving the acquisition of new business	 DIEHL Controls  Wangen 09.2023 to 02.2025 Project Restructuring, increasing commercial performance, implementation of new commercial development initiatives	 POPPE+POTTHOFF  Werther 02.2022 to 08.2023 Project Development and implementation of a new sales strategy, improvement of organization, practices, and processes
 GÜDEL  Langenthal 06.2021 to 01.2022 Interim sales management Interim sales management, introduction of bottom-up strategy planning, development of external sales channel strategies	 A P T I V  Wuppertal 06.2020 to 05.2021 Project Improvement of acquisition processes, pricing and trading processes, and cooperation with distributors	 AST INTERNATIONAL  Calw 07.2019 to 12.2019 Interim sales management Execution of all commercial transition processes in the frame of an M&A transaction

Career prior to entering interim management:

 ZF  Radolfzell 01.2016 to 11.2028 VP Sales & Product Management	 KOSTAL  Lüdenscheid 09.2011 to 12.2015 VP Sales & Marketing	 KOSTAL  Guyancourt 02.2008 to 08.2011 Branch office Director
 KOSTAL  Sentmenat 01.2006 to 01.2008 Sales & Engineering Director	 KOSTAL  Lüdenscheid 05.2001 to 12.2005 Key Account Manager	 STRATEGY ACTION INTERNATIONAL  Saarbrücken 02.1996 to 04.2000 Consultant & Project manager