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Date of birth: 17 November 1967

Place of birth: Mainz

Marital status: divorced, two adult children

Nationality: German

CURRICULUM VITAE

Professional Experience

WelikeU GmbH, Germany

06/2025 – present

- Transformation agency for technology-driven SMEs and start-ups, focused on hands-on support in implementing AI and digitalisation and the related organisational design; core areas: sales, marketing and recruiting

Co-Founder

- CEO sparring as well as interim sales & growth management based on the S.I.L.O. principle

Compact Motion GmbH, Switzerland

12/2025 – present

- Innovative linear motors for production and mechanical engineering
- Bern-based start-up in the machine automation market

Co-Founder and Chief Sales Officer

- Managing Director with a focus on growth and sales

Bundesverband der Vertriebsmanager e.V., Berlin, Germany

06/2025 – 09/2026

- Leading association for sales management in the German-speaking region
- 4 employees, 35 honorary office holders
- Registered association

Head of Office (part-time, 50%)

- Responsible for day-to-day operations
- Leadership responsibility: 4 employees
- Revenue responsibility: EUR 200k

Eberhard AG, Schlierbach, Germany

05/2021 – 05/2025

- Manufacture and sale of assembly and automation systems for the electronics industry
- Revenue EUR 50m, 330 employees
- Family-owned company

Director Customer Journey, Authorised Signatory (Prokurist)

- Global responsibility for sales & marketing, project management and service

- Member of the Executive Management Board
- Leadership responsibility: 60 employees
- Revenue responsibility: EUR 50m

KEY TASKS AND PROJECTS:

- Sales & marketing and project management:
 - Transformation of the division towards profitable revenue
 - Development and implementation of the global sales strategy to drive internationalisation
 - Market penetration in automotive and market entry in semiconductors
 - Introduction and expansion of digital processes along the customer journey

ACHIEVEMENTS:

- Order backlog increased from EUR 8m in 2021 to EUR 21m in 2023
- Set up and successfully implemented a 360° ecosystem for digital lead generation
- Successful market launch of pin insertion systems for IGBT manufacturing with lead customer Infineon AG
- Developed and expanded customer relationships with the Bosch Group and Tesla USA
- Strengthened the Eberhard brand internationally

Afag Holding AG, Hergiswil, Switzerland

01/2018 – 05/2021

- *Manufacture and sale of feeding and handling systems and components for mechanical engineering*
- *Revenue EUR 60m, 300 employees*
- *Family-owned company*

Chief Sales Officer

- Global responsibility for sales and marketing
- Member of the Afag Group Executive Board
- Leadership responsibility: 50 employees
- Revenue responsibility: EUR 60m

KEY TASKS AND PROJECTS:

- Sales:
 - Development and implementation of the global sales strategy to drive internationalisation and new customer acquisition, including key account management

- Planning and implementation of the sales transformation from a business unit structure to a functional structure
- Market penetration in medical technology and market launch of flexible feeding technology (aflex)
- Further development of sales processes; introduction and expansion of digital sales processes
- Management and support of sales partners
- Contribution to, and partial implementation of, Afag's future China strategy
- **Marketing:**
 - Set-up of digital marketing and sales channels and of the lead qualification funnel
 - Structuring and assessment of market segments; definition of future growth areas
 - Planning and management of the global pricing project

ACHIEVEMENTS:

- New customer share of >40% in feeding technology (approx. EUR 22m revenue) in 2020, exceeding 2019 order intake against the industry trend
- Market entry for feeding technology in the medical segment, including a Supplier Award from ATS (Canada)
- Successful market launch of the digital configuration tool "Afag PerfectCycle" for designing handling systems
- Developed customer relationships with the Bosch Group and the PIA Group
- Established, for the first time, a relationship of trust with Afag's key sales partners in Austria, Hungary and France

Bilz Vibration Technology AG, Leonberg, Germany

08/2016 – 12/2017

- *Manufacture and sale of vibration and structure-borne noise isolation products, particularly for mechanical engineering and laboratories*
- *Revenue EUR 20m, 50 employees*
- *Owner-managed company*

Head of Sales

- Global responsibility for sales and marketing, including all international distribution partners
- Leadership responsibility: 10 employees
- Revenue responsibility: EUR 20m

KEY TASKS AND PROJECTS:

- **Sales:**
 - Strategy development for new customer acquisition, including key account management

- Assessment, extension and replacement of distribution partners worldwide
- **Marketing:**
 - Structuring and assessment of market segments; definition of future growth areas
 - Optimised presentation of the product portfolio

ACHIEVEMENTS:

- Revenue increase of 20% year on year:
 - Increased profitability with existing customers
 - Acquisition of and revenue growth with key accounts (KraussMaffei and Engel) through globally harmonised purchasing conditions
- Higher employee motivation through a values-based leadership culture

Jenoptik Automatisierungstechnik GmbH, Jena, Germany 04/2010 – 07/2016

- *Development, manufacture, sale and service of measurement technology and laser systems for production processes, especially in the automotive industry*
- *Revenue EUR 45m, 180 employees*
- *Shareholder: Jenoptik AG (3,700 employees)*

Head of Sales & Service

09/2011 – 07/2016

- Member of the Management Board with global revenue responsibility (own subsidiaries in the USA, China, Japan, Korea and Brazil)
- Leadership responsibility: 35 employees
- Revenue responsibility: EUR 45m

KEY TASKS AND PROJECTS:

- **Sales:**
 - Transformation and internationalisation of the sales division
 - 360° optimisation of global sales, including active market development, distribution partners, forecasting system, incentive system, pricing etc. (2014 – 2016)
 - Sales leadership of all subsidiaries and distribution partners (strategy implementation, forecasting, projects etc.)
- Expansion of the global service organisation (incl. new service locations such as Brazil and Malaysia)
- **Business development:**
 - Market study on the global addressable market volume for 3D cutting as the basis for the later, successful market entry
 - Expanded market and value leadership in the segment “laser perforation systems for automotive instrument panel weakening”

- Opened up the market segment “3D laser cutting systems for metal and plastics processing”, followed by the market launch of robot-based 3D laser cutting technology in automotive (BMW, Magna)
- Exit from the solar market, including the sale of a technology for semiconductor processing
- Focus of capacity on automotive applications; the 30% share of solar revenue was offset by automotive orders
- Introduction of SAP CRM across the entire Jenoptik AG; installation and implementation of a common platform replacing 7 different existing CRM systems

ACHIEVEMENTS:

- Above-average growth of global revenue compared with industry growth (approx. 10% per year)
- Turnaround and earnings improvement from EUR -4m to EUR +4m through streamlining of the product portfolio and transformation of the unit
- Service revenue doubled while profitability increased
- Sale of the first laser system for airbag tear seam generation to Tesla
- First million-euro order from Japan after 8 years without an order, by establishing partnerships in the Japanese automotive market
- Developed a field sales representative with almost zero revenue into the order intake record holder (>EUR 10m p.a.) within 3 years

Head of Profit Centre Solar Machines

04/2010 – 08/2011

- Directly reporting units:
 - Sales
 - Service
 - Development
 - Design engineering
 - Applications
- Leadership responsibility: 40 employees
- Revenue responsibility: EUR 8m

KEY TASKS AND PROJECTS:

- Development and qualification of a multifunctional laser structuring machine for glass solar panels
- Reorganisation of the laser systems business unit:
 - Merger of the solar and automotive divisions
 - Dissolution of the two profit centres
- Budget planning, monthly sales forecast and continuous process improvement within the unit

ACHIEVEMENTS:

- Brought the unit back to a sustainable revenue level
- Won key accounts GE and Saint-Gobain in the smart windows segment
- Enabled three production processes on one machine type by introducing a multi-process system

Mitsuboshi Schott Advanced Processing GmbH, Mainz, Germany

06/2005 – 03/2010

- *Development, manufacture, sale and service of laser and conventional processing machines for brittle materials*
- *Revenue EUR 6m, 15 employees*
- *Shareholder: Mitsuboshi Diamond Industrial Ltd. (Japan; 300 employees)*
- *2005: formation of a 20% / 80% joint venture between Schott AG and Mitsuboshi (formerly Schott Advanced Processing GmbH)*

Vice President Sales & Marketing

- Revenue responsibility for Europe and North America
- Directly reporting units:
 - Sales
 - Marketing
 - Applications
- Leadership responsibility: 5 employees
- Revenue responsibility: EUR 6m

KEY TASKS, PROJECTS AND ACHIEVEMENTS:

- Market development for laser and conventional cutting machines and related tools for glass processing in various industries (solar, display, pharma, electronics)
- Won key account Apple and its suppliers during the development of the first iPhone (initiated series sales of >50 laser systems for Apple products)
- Opened up and expanded the European and US markets for MDI products (conventional thin glass cutting machines, cutting tools)
- Placement of newly developed separation technology in the bio market (DNA arrays, key account Agilent Technologies)
- Business transfer from the parent company Schott AG to the Japanese mid-sized company MDI (2005 – 2006)

Schott Group

02/1989 – 05/2005

Schott Advanced Processing GmbH, Mainz, Germany

01/1998 – 05/2005

- *Development, manufacture, sale and service of laser processing machines, primarily for the glass processing industry*
- *Revenue EUR 5m, 12 employees*

Head of Sales & Marketing

10/2000 – 05/2005

- Global revenue responsibility
- Directly reporting units:
 - Sales
 - Marketing
 - Applications
- Leadership responsibility: 5 employees
- Revenue responsibility: EUR 5m

KEY TASKS AND PROJECTS:

- Market development for laser cutting machines and glass processing in the display, pharma and electronics industries
- Qualification of the laser cutting process for display production
- Opened up the Japanese market for laser cutting technology
- Selection of the best-fit distribution partner in Japan and qualification of key account Seiko Epson
- Involvement in the sale of the business unit to a suitable machine builder

ACHIEVEMENTS:

- Grew the business from zero to EUR 5m annual revenue
- Won key accounts Sony, Sharp, Philips, Sanyo, Epson and Pioneer

Project Manager

01/1998 – 09/2000

- Managed the construction, installation and commissioning of laser cutting systems for glass processing

KEY TASKS, PROJECTS AND ACHIEVEMENTS:

- Construction and commissioning of a system for the first external customer, Philips (OLED)
- Qualification of laser cutting technology within Schott's thin glass production at the Grünenplan plant
- Process qualification for various thin glass applications

SCHOTT Glaswerke AG, Mainz, Germany

02/1989 – 12/1997

- *Development, manufacture, processing and sale of specialty glass, plastic products and optical components*
- *Revenue DEM 3bn, 17,800 employees (1997)*
- *Shareholder: Carl Zeiss Foundation*

Automation Technician

08/1992 – 12/1997

- Deputy group leader, automation
- Leadership responsibility: 10 employees

KEY TASKS, PROJECTS AND ACHIEVEMENTS:

- Planning, organisation and execution of commissioning and service for specialty glass production lines
- Initiated and conducted the market study “Borofloat for flue gas cleaning systems” for Schott’s flat glass division
- Software development (Siemens PLC) and commissioning of glass production lines

Service Technician

02/1989 – 07/1990

- Ensured electrical availability in 24/7 production
- Commissioning and service of control systems for plants producing and processing various specialty glass products

Patents / Trademarks

DPMA register no. 302025213514 “SILO” (word and figurative mark for the architecture of a 360° sales and marketing ecosystem for modern lead generation)

Swissreg no. 760150 “Das interaktive Arbeitszeugnis” (word mark for a modern, digital employment reference with audio and video testimonials)

Various patents in the field of laser cutting of glass
(P 10000469, AT000000242675E, ES2274805T3, US6870129B2)

Education

1995 – 1997	Friedrich-Ebert-Schule, Wiesbaden Mechanical engineering, specialising in business administration Degree: <u>State-certified Engineering Technician</u>
1990 – 1992	Friedrich-Ebert-Schule, Wiesbaden Electrical engineering, specialising in data processing Degree: <u>Advanced technical college entrance qualification / State-certified Engineering Technician</u>
1989 – 1990	Military service
1985 – 1989	Schott Glaswerke AG, Mainz
1987 – 1989	Apprenticeship: <u>Power Systems Electronics Technician</u>
1985 – 1987	Apprenticeship: <u>Electrical Installer</u>
1979 – 1985	Gymnasium Gonsenheim, Mainz Qualification: <u>Intermediate school certificate (Mittlere Reife)</u>

Additional Activities / Honorary Roles

2023 & 2026	Publication / co-author of “Innovative Unternehmensführung” and “Der Wandel im Vertrieb”, both published by Springer Gabler
2016 – present	Member of the Presidium / Executive Board of the Bundesverband der Vertriebsmanager e.V. (German Association of Sales Managers), responsible for corporate sponsorship partnerships

Languages

German	Native
English	Business fluent
French	Conversational
Japanese	Basic

Interests

Sports	Jogging, hiking, skiing
Culture & travel	