

# Curriculum Vitae

## Personal Data

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Industry Information Technology (IT)

## Employments

- Strategy
- Marketing
- Partner Sales
- Account Management
- International Business Development
- Product Management
- Program Management
- Partner Consulting
- Technical Account Management
- Sales & Technical Marketing
- Support
- Development
- Education

## Languages

- German (mother tongue)
- English (business fluent)
- French (basic)

## Soft skills

- Team player with management skills
- structured with necessary openness and flexibility
- goal and solution oriented
- self motivated
- taking responsibility
- international experience in USA as well as in EMEA

## Technical Qualification

- **Technologies** Operating Systems,  
Database Systems,  
High Availability Systems,  
Data Warehouse Systems,  
Programming Of Operating System Software
- **Operating Systems** Siemens BS2000, Digital OpenVMS,  
Windows 3.1, Windows95, Windows98, Windows NT,  
Windows2000, Windows XP, Windows7  
Unix/Linux
- **Database Systems** Oracle Database Version 6 onwards
- **Programming Languages** Siemens BS2000 Assembler,  
Digital VAX/VMS Assembler,  
Basic, COBOL, FORTRAN, PL/I, RPG,  
C (passive), Java (passive),  
Oracle PL/SQL
- **Tools** Oracle Forms, Oracle Reports, Oracle Discoverer,  
Oracle JDeveloper, Oracle Designer,  
Microsoft Office Products

## Hobbies

- Music
- Sports
- Assembling PCs
- New technology

## Employments

### Red Hat GmbH

#### **March '21 – today Business Architect, Certified Cloud & Service Provider Program, EMEA**

- Constantly overachieved business goals
- Define, document & implement related internal operational processes
- Define, create & maintain internal program communication
- Drive non-standard deals
- Cooperate with legal to ensure proper paperwork available
- Cooperate with regional operations to ensure processes applied communication established
- Cooperate with Red Hat Business Units to implement needed product and pricing extensions and adjustments
- Support field sales during engagements with CCSP prospects
- Program education of, negotiation of legal and business terms with and sign-up of new CCSP partners

#### **August '19 – Feb '21 Program Manager EMEA Red Hat/IBM Sales Operations Synergy Team**

- Focus: channel business optimization
- Analyze joint processes applied to either partners
- Support Red Hat IBM as a partner team
- Support EMEA Partner Eco Systems team
- Support partner field sales

#### **August '14 – Aug '19 Program Manager Certified Cloud & Service Provider Program, EMEA**

- Constantly overachieved business goals
- Define, document & implement related internal operational processes
- Define, create & maintain internal program communication
- Create collateral & video tutorials for self service training of internal and external audiences
- Educate CCSP EMEA team members and field sales
- Cooperate with legal to ensure proper paperwork available
- Cooperate with regional operations to ensure processes applied
- Cooperate with support to ensure support processes & communication established
- Cooperate with Red Hat Business Units to implement needed product and pricing extensions and adjustments
- Support field sales during engagements with CCSP prospects
- Program education of, negotiation of legal and business terms with and sign-up of new CCSP partners

## SUSE Linux Products GmbH

**May '12 - Sept '14    Business Development Manager, EMEA & Global Program Manager Cloud**

- **Program Management "SUSE Public Cloud Program"**
  - Define, create & maintain internal program communication
  - Create content of self service training for internal and external audiences
  - Educate field sales on program deliverables and sales arguments
  
- **Ensure internal operational processes**
  
- **Interface between Global and regional organizations**
  
- **Business Management Amazon Cloud**
  - Account management
  - Account planning
  - Go to market planning & implementation
  - Creation of marketing material to support joint offering

## Self Employment

**Jan '10 – April '12 Proprietor, Abocraft**

- **Marketing Services**
- **Presales Services**
- **Project management & implementation**
- **Event management & implementation**
- **Product areas**
  - **Oracle Database & Real Application Clusters**
  - **Oracle Forms & Reports**
- **Themes**
  - **High availability**
  - **Data warehousing**
  - **Data migration**
  - **Application modernization**

## Unify/CipherSoft Europe

**June '09 – Dec'09 Director Business Development Europe**

- **Sales Of Migration product line**
  - **Lotus Notes Migration**
  - **Cobol/Adabas/Natural Migration**
  - **Oracle Forms-Java Migration**

## PITSS GmbH, Germany

**Dec' 06 – May '09 Vice President, Strategy and Business Development**

- **Strategic function reporting to the board**
- **Definition and Implementation Of Company Strategy**
- **Definition and Implementation Of Marketing Strategy**
- **Startup of international business**
- **Startup of indirect/partner business**

## Oracle Headquarters (USA)

### **Dec' 04 – Dec' 06    Principal Product Manager Oracle Real Application Clusters**

- **Definition & Implementation Of Partner Strategy**
  - Focus on ISVs
  - Oracle Internal Partner Relationships
  - Creation of Hardware and Software Solution Packages
- **Partner Relationships**
  - Coordination of joined development projects
- **Product Strategy**
  - Focus: Partners
  - Needs Analysis and Specifications
  - Cross-Product Requirements
  - Customer and Partner Trainings
  - Field Enablement
  - Partner Enablement
  - Marketing and Demand Generation
  - Certification
- **Competitive Positioning**
- **Customer Activities**
  - Customer Visits
  - Presentations
  - Requirement analysis
- **Communication**
  - Internal and external websites
  - Product Collateral
- **Oracle Hackers Events/X-treme Lab Events**
  - Strategy and Design
  - Sponsor relationships
  - Technical setup
  - Implementation of OOW 2005, US
  - Implementation of Oracle Deployfests, 2006, US

## Oracle Europe, Middle East & Africa (EMEA)

### **Sept '00 – Nov '04    Promotion: Senior Principal Consultant**

- **Oracle Hackers Events**
  - Strategy and Design
  - Sponsor relationships
  - Technical setup
  - Implementation in five European countries
- **In addition to operational activities**
  - Technical lead of German Design & Migration Services team
  - Coordination of internal and external resources
  - Skill definition, definition of training plans

### **May '99 – Oct' 00    Principal Consultant Partner Technology Services**

- Technology know how transfer to all Oracle partners
- Development & delivery of technical briefings and workshops
- Consultancy on how to use Oracle technology in partner solutions
- Implementation support

### **May '96 - April '99    Technical Account Manager**

#### Accounts

Digital Equipment Corp.

Compaq Corp. (after merger of Compaq and Digital)

- Infrastructure setup
- Technology know-how transfer
- Definition, planning and execution of trainings
- Structuring of European virtual competence circle
- Information consolidation and communication
- Support of joint events and fairs
- Product and company evangelization
- Technical interface between Oracle and partner
- Technical Interface between product line and region

## ORACLE Deutschland GmbH (Germany)

### May '92 - April '96 **Manager Product Line Marketing**

- **Product Manager Oracle Server Technology**
  - Product marketing for all product lines
  - Rollout of new products and/or releases
  - Product Positioning
  - Marketing Collaterals (Slides, Brochures)
  - Field Training (Technical, Sales, Partner)
  - Press Articles
  - Fairs, Events
  - Interface to Corporate Marketing
  
- **Manager of Product Managers for**
  - RDBMS Server Technology
  - Oracle Network Products
  - Oracle Workgroup Products
  - Oracle Groupware Products
  
- **Technical Project Leader EOUG 1993, Vienna**
  - Number of participants: 1500
  - Planning and Coordination of all technical aspects
  - Participation in Paper Selection Committee
  - Management of temporary team of 25 members
  
- **Program Manager Data Warehousing**
  - Collateral (Slides, Brochure, ...)
  - Field Training (focus: partners, sales)
  - Events (roadshows, fairs, ...)
  - Articles (press, partner sales letters, ...)
  - Customer presentations

**Apr. '91 - Apr. '92    Group Leader of Oracle support group**

- **Group Leader of RDBMS support group**
  - Reorganization Planning of German Oracle support
  - Resource management of up to five group members
  - Skills definition, training plan definition
  - Interviewing new candidates
  - Salary reviews
  
- **Group Leader of VMS support group**
  - Resource management of up to five group members
  - Skills definition, training plan definition
  - Interviewing new candidates
  - Salary reviews
  - Escalation of customer problem reports
  - Quality assurance and release of Oracle products

**Jan. '91 - Apr. '91    System Engineer**

- Support of Oracle products on VMS
- Focus Areas
  - Oracle RDBMS (Version 6)
  - SQL\*Forms, SQL\*ReportWriter

## **DIGITAL EQUIPMENT GmbH (Germany)**

### **March '90 - Dec. '90 Principal Support Engineer**

- Support of VMS operating system and
- CASE Software in Backup Support Center
- Support of locally developed software

### **Oct. '88 - Feb. '90 Senior Software Engineer**

- Project: Development of SCSI/IEEE-bus converter
- Technical Project Planning
- Development of Operating System Driver Software
- Development of Test Software
- Documentation
- Product presentation on DECUS Germany
  
- Project: Network Capable I/O Interface
- (Project terminated after prototyping phase)
- Definition of communication protocol
- Setup of prototype

### **Sept. '85 - Sept. '88 Instructor European Internal Training Center**

- Instructor for OpenVMS Operating System and Clusters classes
- Class Levels: foundation down to internals
- Rollout of VMS Version 5 in terms of training
  - Definition of training contents
  - Planning and Coordination of classes
- Program Manager of co-trainer program
  - Joint Education/Field Service Program
  - Planning and Coordination of joint classes
- Technical Group Leader of VMS Group
  - Skills definition
  - Training plans

## **Education**

- Sept. '64 - July '68** Elementary School, Munich
- Sept. '68 - July '78** High School, Munich
- Nov. '78 - July '81** Study of Chemistry  
Technical University, Munich
- Nov. '81 - July '84** Study of Chemistry  
Ludwig-Maximilian-University, Munich
- Apr. '84 - Sept.'84** Specialized School for Data Processing  
Apprenticeship: Programmer
- Oct. '84 - March '85** Specialized School for Data Processing  
Apprenticeship: Organization Programmer
- Apr. '85 - Aug. '85** Specialized School for Data Processing  
Apprenticeship: Engineer for Economy and Data Processing

## **Self-Employment**

- Feb. '85 - Apr. '85** Instructor for Application Programs