

Pierre Hame

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Curriculum Vitae

Experienced sales and leadership expert with a career spanning over two decades, specializing in building and leading sales teams in the DACH region and beyond. Proven track record in successfully developing and implementing sales strategies for software solutions and consulting services across various market segments including manufacturing, banking/insurance, retail, and media. Expertise in cold calling, prospecting, account and partner management, as well as revenue and EBITDA planning and monitoring. Recognized for leadership and development of high-performing teams, achieving outstanding sales results, and effectively leveraging CRM systems to optimize sales processes and customer relationships.

Key Competences:

- Strategic sales management
- Team leadership
- International customer acquisition
- Key-Account-Management
- Financial and revenue planning
- Workflow- & Content solutions
- Market expansion
- Contract negotiation
- Product presentation
- Intercultural competences

Selection of key projects

- Provision of services and consulting for Nespresso/Nestlé worth 2 million CHF.
- Establishment of the Indian sales subsidiary and site for OneVision.
- Founding of the new sales organization and reorganization of DACH sales for censhare (Switzerland).

Professional Experience

CENSHARE (SCHWEIZ) AG, SCHWEIZ

VP Sales DACH Extended Leadership

2021 – 02/2024

Initial setup and management of the Swiss branch including team building. Overall responsibility for sales activities in the DACH region, including cold calling and prospecting. Leadership and development of a 10-member team in account and partner management. Responsible for planning and monitoring forecast, personnel, revenue, and EBITDA. Offering and sales of software solutions and consulting services in specific market segments such as manufacturing, banking/insurance, and retail. Regular reporting to executive management and CxO level, meeting annual targets of CHF 10 million.

Key successes:

- Achieved 100% target attainment in EBITDA, bookings, and revenue.
- Successfully rebuilt and established the Swiss branch as a central pillar in the DACH market.
- Effective team leadership resulting in increased sales performance and employee satisfaction.
- Enforced product presence across various market segments, laying a solid foundation for future growth.

ADOBE (SCHWEIZ) GMBH, SWITZERLAND

Professional Service Sales Executive CH-AT-EE

2019 – 2021

Conducting cold calling to generate new leads in the B2B sector. Comprehensive account management to nurture existing customer relationships. Assuming responsibility for forecasting to ensure accurate revenue projections. Leading contract negotiations to secure optimal terms. Coordinating with internal teams and external partners for project implementation. Indirectly managing offshore teams in India to enhance project execution efficiency.

Key successes:

- Achieving 100% target attainment in EBITDA, bookings, and revenue.
- Successful acquisition and management of key clients in the manufacturing, pharmaceutical, banking/insurance, and retail sectors.
- Meeting the overall target of 3.5 million CHF per year.
- Optimizing sales processes through effective collaboration with licensing sales, customer success management, and delivery.
- Strengthening market position in the DACH region through strategic account management.

INCUBATE GMBH, SWITZERLAND

Senior Executive Consultant Management Board

2013 – 2018

Conducting interim management and strategic start-up support to promote sustainable growth. Restructuring of SMEs, including advising foreign companies for market entry into Switzerland. Utilizing temporary on-site work with a focus on sales and sales management up to executive leadership support. Developing and implementing sales and marketing concepts to increase corporate presence. Training and coaching company employees, conducting cold calls, and optimizing CRM. Support for trade shows and other sales-promoting events.

Key successes:

- Closing the largest service deal valued at CHF 3,000,000, significantly exceeding the annual target of at least CHF 300k.
- Successfully realigning and strengthening SMEs through tailored restructuring plans.
- Expanding the customer base and increasing revenue through effective account management and new customer acquisition.
- Optimizing sales strategies and marketing initiatives, resulting in improved market positioning.
- Implementing CRM systems to enhance customer relationships and increase sales efficiency.

ALFA MEDIA PARTNER GMBH, GERMANY

Intl. Sales Director / AT-CH-US-F

2013 – 2017

Initiating and leading sales expansions into Asian and Latin American markets, tailored to market conditions. Strategically realigning towards customer retention and acquiring new clients in Switzerland and Austria due to changing market conditions. Leading special projects in France and developing market entry strategies for the USA. Rebuilding and strengthening relationships with critical and previously lost customers. Responsible for new customer acquisition, account management, sales forecasting, and contract negotiations. Focusing on sales of software solutions for editorial and ad management in daily and specialty publishing houses.

Key successes:

- Successfully establishing market presence in new regions despite initial challenges.
- Achieving and surpassing annual revenue targets with a minimum volume of CHF 5 million through targeted customer care and acquisition strategies.
- Developing and implementing effective team and leadership structures to enhance sales efficiency.
- Increasing customer satisfaction and restoring relationships with previously lost accounts.

PREVION AG, SWITZERLAND

Sales Director Management Board

2011 – 2013

Leading cold calling campaigns to identify new business opportunities. Developing and implementing new customer acquisition strategies to expand the customer base. Managing customer accounts to ensure high customer satisfaction and loyalty. Assuming responsibility for forecasting and ensuring the achievement of sales goals. Conducting contract negotiations to establish long-term partnerships. Providing tailored digital solutions for a wide range of industries, including publishing and retail.

Key successes:

- Reorganizing and professionalizing sales operations.

ADDITIONAL EXPERIENCES

Global Sales Director Extended Leadership, OneVision Software AG, Germany (2010 – 2011)

Sales Director MEA India Turkey Greece, WoodWing bv, The Netherlands (2007 - 2009)

Head of International Sales Extended Leadership, OneVision Software AG, Germany (2000 – 2007)

Various roles in sales, marketing, and production | various employers (1990 – 1999)

Education & Qualification

Vocational school diploma and apprenticeship as a typesetter

Professional Development & Certifications (Selection)

Various courses in sales methods, project management, key account management, and leadership training at recognized institutes such as Rainer Mühling Sales Consulting, Mempel Management Consulting, DVS Deutsche Verkaufsleiter-Schule GmbH, and the London Business School.

Additional Qualification

Language Skills

German - Native proficiency | English - Fluent | French - Basic knowledge

IT-Qualification

SFDC, ZOHO CRM, MS Office, MS Dynamics, MS Sharepoint, Confluence

References

On request.