

## Profile

- More than 20 years' experience in international sales and sales management of complex, technical products
- Hands on experience in general management
- Track record in building and developing sales organisations and structures
- Proven track record in sustainable business development
- Successful placement of complex technology solutions in the market.
- In-depth technical understanding for conveying technology solutions and identification of customer requirements
- Post-merger experience
- Crisis-proven
- Intercultural competency in dealing with customers, distribution partners and employees in Europe, North America and Asia.
- Vast experience in coaching and goal oriented management of employees and distribution partners.

## Competencies

- Development and realignment of companies and sales organization
- Strategy development
- Expansion to Asia
- Intercultural management
- Digitisation of sales processes
- Analysis and optimisation of processes
- Enabling and motivation of employees and managers
- Interdisciplinary management
- Mechanical engineering
- Special plant engineering
- Project business
- Semiconductor industry
- Automotive suppliers
- Electronic industry



## Professional Career

- Since 01/2020 self-employed – Interim Management, Consulting, Coaching: Sales and General Management, AquisSales Vertriebsmanagement
- 2019 SLCR Lasertechnik GmbH, Head of Sales
- 2014 – 2018 FRT GmbH, CEO and Head of Sales
- 1998 – 2013 AIXTRON SE, Vice President Sales  
before Director Sales, Head of Business Development, Product Manager
- 2000 – 2002 Director Sales at Thomas Swan Scientific Equipment, Ltd., Cambridge, GB (AIXTRON Ltd.)

## Education / Qualification

- Study of Physics at Kiel University and RWTH Aachen
- PhD in Physics at Ulm University
- Cranfield Award in Business & Leadership
- Interim Executive (EBS)

I offer my expertise for your support: as business consultant, coach for employees and managers and as interim manager accepting mandates from project lead via sales management to general management.



## Interim Management



- Sales management
- General management
- Business development
- Establishment and development of international sales channels
- Planning and realisation of optimisation programmes

My speciality is sustainable business development through establishing, developing and optimising international sales organisations, especially with focus on growing business in Asia.



## Management Consulting

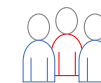


- Business and sales strategies
- Sales organisations
- Process optimization and digitisation
- Sales controlling
- CRM processes
- Business in Asia

Generate your benefit from the long term expertise and structured practices of a hands on „achiever“. Strengthen your company through a holistic portfolio of services.



## Coaching / Training



- Coaching of employees
- Management coaching
- Job and management shadowing
- Sales training
- Intercultural training
- Distributor Training

## Examples for successfully implemented projects (1)...

### Transformation: Realignment of global sales organisation

Acting as CEO for a German SME

Capital equipment (1 ½ years)

Starting position: following the sharp downturn of the focus market order intake and revenues were massively reduced. Sales organisation had large deficiencies.

#### Measures

- Analysis of global market and alignment of sales strategies
- Implementation of ISO9001 compliant sales processes incl. documentation and review of CRM processes
- Implementation of new price lists, calculation and forecast models
- Reorganisation and development of the sales teams at Head Quarters and at the subsidiaries in China and USA
- Employment and training of regional sales managers and distribution partners.
- Preparation and performance of trainings courses for internal sales and distribution partners

#### Achievements

- Doubling of revenues within one year
- Enforcing higher sales prices thus increase of profitability

### Successful restart from insolvency

Acting as CEO for a German SME

Capital equipment (2 years)

Starting position: inherited burdens led to the insolvency of a company. Securing workplaces could only be realised through a new company.

#### Measures

- Closing of an asset deal for take over of tangible and intangible assets from the insolvent company
- Complete satisfaction of existing contracts as subcontractor for the insolvent company
- Securing cooperation with existing customers and key suppliers
- Securing financing from private and institutional investors and kick-off of M&A activities

#### Achievements

- Securing jobs for the more than 30 employees of the insolvent company
- Successful resumption of sales activities and sustainable growth of revenue and profits
- As a result of the successful activities the new company could be sold to a NASDAQ listed group of companies

## Examples for successfully implemented projects (2)...

### Product introduction and qualification at a global key customer

Acting as Key Account Manager for a German SME

Capital equipment (2 ½ years)

Starting position: the strategic target was to place and qualify a new product generation at the global key customer.

#### Measures

- Sale of a reference systems to an end customer
- Sale of a production tool for process development to a global key customer
- Discussion and agreement of qualification criteria and mile stones with the customer
- Conducting project meetings at customer site – continuous analysis of customer requirements and benchmarking of tool performance
- Internal communication of requirements and performance and monitoring of product development

#### Achievements

- Sale without demo conditions based on the reference system
- Qualification as reference tool for one sub-process within one month
- Complete qualification for production within agreed timeframe
- Securing long-term repeat orders for the expansion of the production lines

### Development of the Chinese Market

Acting as Project Manager at a German TecDAX listed company

Capital equipment (2 years)

Starting position: the potentials of the Chinese market were heavily underestimated

#### Measures

- Conduction of company wide workshops creating awareness for China as sales and supplier market
- Establishment of workgroups developing and executing sub-strategies in sales & marketing, service and logistics
- Planning and supervision of the opening of a customer training centre in China (in cooperation with a renowned Chinese research insititute)
- Replacement of the general manager of the Chinese subsidiary
- Implementation of local sales strategies in China

#### Achievements

- Increased awareness and customer acceptance
- Significant increase of revenues
- Majority contribution to the highest revenue in the company history
- Achieving up to 80% market share

## Examples for successfully implemented projects (3)...

### Development of global sales structures and processes

Acting as Head of Sales for an English subsidiary of a German company

Capital equipment (2 ½ years)

Starting position: the sales organisation of the acquired business consisted of only one person and was not structured.

#### Measures

- Analysis of the global market and alignment of sales strategies
- Implementation of ISO9001 compliant sales processes incl. documentation and consolidation with processes of the parent company
- Employment and training of regional sales managers
- Realignment of sales partners in Asia, selection and introduction of new distribution partners

#### Achievements

- Reactivation of the North American market and opening of the Japanese market
- Enforcing higher sales prices thus increase of profitability
- Fourfold increase of revenues and threefold increase of global market share

### Change of image from R&D partner to supplier of production systems

Acting as Head of Sales for an English subsidiary of a German company

Capital equipment (2 ½ years)

Starting point: the company was well established with customers from R&D but not with commercial production customers.

#### Measures

- Revision and diversification of product strategies
- Realignment of market appearance: improvement of customer presentations, web presence and appearance at exhibitions, conferences and symposiums
- Creation of world wide references by strategic tool placing at producing customers
- Integration into the service network of the parent company

#### Achievements

- Inversion of customer base from 80% R&D customers (Universities and research centres) to 80% production customers
- Increasing revenues and profitability

# Dr. Bastian Marheineke

Your expert for sales management and growth of your Asian business

**AQUISALES**  
Vertriebsmanagement



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