

MORITZ WERNER

- Seasoned executve advisor & coach; experienced motivational key note speaker
- Founder of THE NWC: Worldwide cycling challenge for HPV cancer prevention → ≈€0.6m dispersed to research
- High profile senior executive at SAP & Salesforce: sales & business development for fortune 50 customers → >€2b sales

PURPOSE
GOALS
RESILIENCE

CEO TROCADÉRO ADVISORS: CREATE PURPOSE & EXCITE IN SALES

As of 2014 🇫🇷 Paris

- **Advisory & Coaching:** Sales enablement, Business development, Community building, Career development
- **CLIENTS:** Dataiku, PROS, Dassault Systémes, Signatrix, Sylpheo, IFP, Olympus;
- **Keynotes:** Doctolib, Medidata, MSD, Vitra, PSI, DKFZ, IGR

FOUNDER & PRESIDENT THE NWC: START UP & BUSINESS DEVELOPMENT

2016 - 2025 🇫🇷 Paris

Created from scratch a worldwide cycling challenge to raise awareness and funds in the fight against infection and virus caused cancers (HPV):

- **PURPOSE:** Promote cancer prevention to reduce cancer risk by 40%; Live the moment, accept the challenge, fund cancer research
- **RESULTS**: Community 4500+ members, riders >4,000, 23 cities, 4 continents; dispersed to HPV cancer research: > 550€k;(2016-2025)
- **KEY PARTNERS:** Saint-Lazare, Zéfal, MSD, Medidata, Poilâne, Faber-Castell, DKFZ, IGR

AVP ENTERPRISE SALES EMEA: SALES - BUSINESS DEVELOPMENT

2012 - 2014 🇫🇷 Paris

- **CLIENTS:** Nestlé, Daimler, E.ON, Zurich, Berner, STMicro, B.Braun
- **QUOTA** attainment >105%; 4 reports
- **BUSINESS DEVELOPMENT:** Opening new clients; closed biggest Chatter deal; data privacy escalation (Snowden)

EXECUTIVE IN RESIDENCE: CLOUD COMPUTING

2011 🇫🇷 Paris

SALES LEADERSHIP- DEALMAKING - BUSINESS DEVELOPMENT - VALUE ENGINEERING - SALES OPERATIONS - PROJECT MANAGEMENT

1995 - 2015 🇩🇪 Walldorf - 🇺🇸 Philadelphia - 🇫🇷 Paris

- **CLIENTS:** Air Liquide, Apple, Bayer, BMW, Bosch, Coca Cola, Colgate, General Electric, Caterpillar, Daimler, E.ON, ExxonMobil, Ford, Hitachi, Hoechst, ITT-Automotive, Lockheed Martin, Nestlé, Procter & Gamble, Saudi Aramco, Shell, Unilever, Valero Energy
- **ROLES:** Head of Global Enterprise Agreements (2006-2010 🇫🇷); VP Executive Board Office (2003-2005 🇫🇷); VP Business Development (2000-2003 🇺🇸); Global Account Director (1998-2000 🇩🇪); Project Manager R/3 (1995-1998 🇩🇪)
- **BUSINESS DEVELOPMENT:** New Business Model for software licensing; customer engagement; subscription accounting, administration & reporting; Executive Advisory Board; software pricing; sales compensation; Global Account Management & Program; Value Engineering
- **RESULTS:** >€400m annual revenue; >€1.7b order entry sold ; >€500m upfront license sold; >95 - 110% Quota attainment; Winners Circle 2009 & 2002
- **TEAM MANAGEMENT:** >25 reports; virtual team >100 people

CONSULTANT/PROJECT MANAGER MCKINSEY SPIN OFF: CPG, CHEMICALS

1992 - 1995 🇩🇪 Neuss: strategy-, organization-, process-, restructuring projects

SPECIALITIES

Negotiator - community builder - international - results driven - purpose oriented - customer centric - curious

📷 Portrait, People, Paris & Perspectives

EDUCATION

Dipl-Ing. Agriculture 🇩🇪
economics & organic farming
University Bonn 1987 - 1992

German Scholarship Foundation 🇩🇪

Apprenticeship & work 🇩🇪
organic farming 1984 - 1986

Civil Service 🇩🇪
disabled people & organic farming 1983

LANGUAGES

German 🇩🇪 – native
English 🇬🇧 – very fluent
French 🇫🇷 - fluent

INTERESTS

History, Art, Fashion, Thanksgiving

CONTACT

moritz@trocadero.paris
+33-6-7150-5357

Let's talk