



## MORITZ WERNER

- Seasoned executive 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 TROCADERO ADVISORS: CREATE PURPOSE & EXCITE IN SALES

As of 2014 Paris

- **Advisory & Coaching:** Sales enablement, Business development, Community building, Career development
- **CLIENTS:** Dataiku, PROS, Dassault Systèmes, 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
- 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:** >€10 - >€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

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Let's talk

