



Martin Haeckel

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Born on May 17th, 1966

Profile

- ▶ Over 30 years experience in leadership of sales and marketing teams for international software, high-tech and IT companies within high-growth enterprise market
- ▶ Over 10 years developing and selling ARR models for SaaS and Service industry
- ▶ Build and develop sales teams with systematic talent management and coaching
- ▶ Acquire and manage multi-million \$ deals
- ▶ Development and execution of go to market plans
- ▶ Specialized in optimizing sales and marketing processes by using MEDDPICC methodology and Command of the message
- ▶ Manage direct and indirect sales channels and structure the sales team into smaller units for better scalability
- ▶ Complex contract negotiation for intellectual property rights and hardware solutions, including SLAs
- ▶ Presentation, conversation, and negotiation at C-level and in front of big audiences
- ▶ Experience in fast growing Start-Ups
- ▶ Development of international markets in EMEA and Asia
- ▶ Optimize forecasts and reports by classifying and rating sales opportunities

Professional Experience

08/19 - today

Managing Director and Owner

Mission Sales GmbH, Seligenstadt, Germany

Interim Manager for sales management
Help sales organizations to increase revenue and margin
Expert in optimizing methodologies for B2B sales and marketing
Specialized on customers with complex solutions and services
Value Selling with MEDDPICC methodology
Help customers with digitalization of processes
Built and develop sales teams including recruiting, onboarding, and talent management
Support existing customers and acquire new customers
Implement reporting structures
Change-Management
Conflict-Management

07/08 - 09/18

Director of Sales Enterprise Solutions

Monotype GmbH, Bad Homburg, Germany

Manage the Sales and Support Teams (20 employees) for a software manufacturer with responsibility for EMEA and Far East
Reorganize sales team into Pre-Sales, Inside-Sales, Field-Sales, Business Development, Sales Operations and Renewal Sales for better scalability
Develop new products and license models for target customer groups, including introduction of a SaaS model
Implement a CRM system (Salesforce) for Sales, Marketing and Support
Develop and execute strategies for the Sales and GTM team
Optimize forecasts and reports
Coach and train staff including on-boarding and talent management

02/06 - 06/08

Country Manager

AVerMedia GmbH, Dietzenbach, Germany

Manage the German subsidiary (11 employees) of a Taiwanese manufacturer of IT and presentation products
Responsible for Central Europe
Re-organisation and management of the Central European branch office
Restructure the sales channels with focus on B2B/education for presentation products
Large accounts strategy planning and execution with sales team
Set up a central logistic hub for the European market

Define and re-structure all internal processes
Recruit, train, and coach the staff
Set up partner program for resellers
Coordinate PR activities to increase brand awareness

12/01 - 01/06

Managing Director and Owner

Sol2B New Technologies GmbH, Esslingen, Germany

Set up a trading company for IT and network products
Specialized on complex networking solutions (hardware and software)

09/00 - 11/01

Worldwide Sales and Marketing Manager

SinoPlaSan AG, Stuttgart, Germany

Set up and develop the Sales and Marketing for Traditional Chinese Medicine

11/97 - 08/00

OEM Sales Manager Central Europe

3Com Inc., Stuttgart, Germany

Develop the direct and indirect OEM business with System Integrators and Distributors in Central and Eastern Europe
Increase revenue from Zero to USD 40M within 3 years

08/96 - 10/97

Area Manager Central Europe

CYRIX International Ltd., Stuttgart, Germany

Acquire direct OEM customers and build a Central European distribution network

08/92 - 07/96

Head of Purchasing

Pacomp EDV-Produkte GmbH (Comtech Group), Waiblingen, Germany

Develop strategic relationships with suppliers and manage purchasing team

Education

02/91 - 07/92	MBA in International Marketing (Dipl. Exportwirt) Reutlingen University
03/87 - 02/91	Mechanical Engineering (Dipl. Ing.) Reutlingen University

Other Qualifications

2015-2018	Command of the Sales: Sales Methodology Force Management, Boston, USA
2016-2017	Leading Strategically The Boda Group, Boston, USA
2014	Talent Management DVMA, Munich, Germany

Languages

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

IT Knowledge

Salesforce
MS-Office
SAP-R3
Power BI