

Curriculum Vitae

Michael FOLLNER

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Date of birth: 9.3.1959
Place of birth: Munich
Nationality: German



Education:

1980 – 1986 **Technical University Munich**
 Study of Electro-Technics (Masters Degree)

International Experience Summary:

- **Senior Manager with very good skills in understanding complex technical context as well as product life cycles in high tech industries like Mobile Infrastructure (Terminals and Networks), RF components, SW and Semiconductors**
- **Management of complex projects (HW and SW, Product Management and Sales) for technical products and systems at international level**
- **Product Marketing and Sales Manager with very good communication, leadership and intercultural skills working with a directly reporting sales team and cross functional teams in an International Framework (Europe, Asia, India, North America (US, Canada))**
- **Experience to work with Resellers/Distributors on an international level**
- **Excellent Partnership Management skills lead to a trustful customer and partner relationship**
- **Consultative and Value Selling skills lead to understanding the needs of the customer and the precise scaling of the right solution and offer proposal**
- **Very good sales results with turn over up to 30 mio Euro per project (Cellon ODM project)**
- **Expertise in the commercial business aspects (Business case calculation, price and contract negotiations)**
- **In the sales positions achievement with delivery of results versus a sales quota and KPIs as well as coordination of a sales pipeline**
- **Language skills:**
 German native language
 English business fluent
 French basics

Professional Experience:

September 2014

MICHAEL FOLLNER Consulting
Managing Director (Owner)

Offer to the market:

- **Business Process Optimization**
- **Quality Management (Reference Customer Triorail)**
- **Sales and Product Management**

October 2011
2011 - 2014

Kuhne electronic
Director Sales

- **Responsible for the sales of RF and Microwave components (Low Noise Amplifiers, Power Amplifiers, Up/Down Converters, Oscillators)**
- Setup/Lead of sales department including customer, product, pricing strategy
- Relationship management with key customers
- Development and long term component delivery Contracts established

March 2009
2009 – 2011

setcom
Sales Manager Europe/India

- **Responsible for the sales of Cellular Handset/Platforms Test Systems (2G, 3G, 4G(LTE)) for conformance tests to Cellular Semiconductor companies, Handset OEMs, Operators, Test Houses, Service Providers in Europe and India**
- Design Wins for Test Systems at handset OEMs (100k € turn over)
- First ever design win for setcom in India (350k € turn over)
- New Reseller engagements started in India and Europe

March 2006
2006 - 2009

ATI/AMD - Handheld Division
Business Development Manager

- **EMEA IP Licensing design wins (3D/Vector Graphics Cores) at ST Microelectronics**
- **Sales activities with TI, NXP, NEC, Atmel, EMP**
- **Account Manager “BenQ Mobile”**
- **Design Wins** for Multimedia Coprocessor Solutions into the cell phones S75, SL75, C81, M81.

January 2003
2003 - 2006

CELLON - Wireless Design House
Global Account Director “Siemens Mobile Phones”

- Responsible for **global sales** with Siemens Mobile Phones
- Selling of **Design services (HW and SW) and Production capacities (ODM model)** with management of several complex sales projects in 2003
- March 2004 -Design win of the SF65 cell phone project (200k units)
- Coordination of the project across the different locations of Cellon (US, China, France) and the manufacturer (EMS, Finland)

April 2001
2001 – 2002

Siemens ICM Mobile Networks Division
Head of the Department “Program Management Support”

- **Relationship Management for customers and Single Point of Contact & organization and moderation** of the regular customer event “Siemens User Groups” (Radio, Core and GPRS)

June 1997
1997 – 2001

Siemens Mobile Phones Division
Product Manager for Car Kits, Basic Phone C10 and High End phone SL45

- **System knowledge of the various subsystems in a Mobile Phones**
- **High End Mobile Phone SL45 (MP3 player) Launch in 2000, 1’5 pcs sold**

October 1986
1986 – 1997

Siemens Semiconductor Division (now called Infineon)
Product Marketing Manager for Fixed Line specific Semiconductors, Digital Voice Processing Semiconductors and Embedded DRAM Products

- **Product Management/Marketing** with leading cross functional teams
- Design ins/wins with Key Customers in Europe, Asia and USA