

FELIX MUSTERMANN

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SENIOR SALES & MARKETING EXECUTIVE

Telecommunications ~ High-Tech Enterprises ~ Business Development ~ International Markets

Innovative international executive with a high-impact career in conceptualizing, developing and implementing sales and marketing strategies on behalf of dynamic, world-class enterprises. A key driver of business performance with a track record of successfully launching new brands and products and achieving double-digit revenue growth while eliminating operating costs by as much as 40%. Culturally savvy and multilingual with fluency in English, German and French. Willing to relocate. Highlights of expertise:

- Large-Volume Sales
- Channel Management
- Global Alliances
- CRM / BSS / OSS
- Product Development
- Brand Strategy
- Post-Merger Integration
- Shared Services
- Strategic Planning

CAREER ACCOMPLISHMENTS

- Boosted market awareness in the US to 72% after re-branding VoiceStream to *T-Mobile USA*; awarded prize from the GSM Association for the best global brand 2003.
- Achieved an 8% reduction in the churn rate at *T-Mobile UK* within 10 months of establishing a new CRM strategy and deploying Siebel eBusiness Applications.
- Increased business unit revenue by 35% from €1.7 billion (1999) to €2.3 billion (2002) at *HP Germany*.
- Delivered operating cost savings of €210 million over 2 years at *HP Germany*.
- Implemented the most successful roll out in the history of *Sony Germany* (PlayStation1).

PROFESSIONAL EXPERIENCE

T-MOBILE INTERNATIONAL - Bonn, Germany / London, England

2002-Present

Recruited by the CEO to manage the transition of 7 national mobile operators to a unified company and create a powerful global brand with high market awareness.

Vice President Sales & Service (2004-present)

- Direct strategic planning for new interactive services based on the UMTS standard with potential annual revenues of €3.1 billion, including short and long-term blueprints for market share, revenue growth and global alliances.
- Craft the "Save for Growth Strategy" with the target of realizing Group-wide operating cost savings of €1 billion by 2007 through optimizing handset subsidies, focusing product and service portfolios, rationalizing procurement and outsourcing.

Head of Group Synergies & Change Management (2002-2004)

- Launched T-Mobile's global branding strategy, including media relations, advertising campaigns and staff training in 7 countries.
- Built up pan-European download center in the UK for electronic content (ringtones, games, etc.); managed the €57 million budget and recruited 60 employees.
- Worked with the CIO and CTO to leverage purchasing across the Group resulting in cost savings of 20% on 3G network infrastructure.
- Headed due diligence in support of the €1.2 billion takeover of the Dutch mobile operator BEN.

PROFESSIONAL EXPERIENCE

(Continued)

HEWLETT PACKARD - Boeblingen, Germany / Grenoble, France 1997-2002

Director Personal Systems Group Germany (1999-2002)

- Led the €2.3 billion Personal Systems Group (PSG) comprising desktop, mobile and handhelds business with 540 employees and full P&L responsibility.
- Executed the consolidation of the HP-Compaq PC business following the 2002 merger.
- Planned the go-to-market strategy for 3 new mobile product lines in Central Europe.
- Captured 19% share of the German mobile computing market within 13 months of introducing the new Pavilion laptop series.
- Initiated joint activities with key software vendors, including Microsoft and SAP.

Director EMEA Channels and Alliances Management (1997-1999)

- Managed channel partners, OEM systems resellers and commercial distribution for PSG EMEA, including leading a team of 130 across 21 countries.
- Prepared business cases for and negotiated 3 European joint ventures.

SONY - Berlin, Germany 1995-1997

Senior Marketing Manager – Sony Computer Entertainment Germany (SCED)

- Created and implemented roll out, product offer and trade show strategies.
- Spearheaded strategic alliances with video game developers and distributors.
- Directed team of 73 marketing and sales professionals.

SIEMENS - Munich, Germany 1990-1994

Sales & Marketing Manager – Information & Communication Mobile (1991-1994)

- Exceeded revenue objectives for handset sales by 20% in 1992 and 35% in 1993.
- Produced high-quality market research to steer product development and strategy in the new and rapidly expanding mobile market.

Sales Manager – Information & Communication Networks (1990-1991)

- Closed €7 million in fixed network equipment sales to US and British military forces in Germany.

ACCENTURE - Kronberg, Germany 1987-1990

Project Manager – Communications & High Tech

- Developed five-year strategic plan for the market launch of Germany's first mobile network operator.

EDUCATION

HARVARD UNIVERSITY - Boston, USA 2000

Advanced Management Program

INSEAD - Fontainebleau, France 1994

MBA Program

UNIVERSITY OF KARLSRUHE - Germany 1987

Graduate of Industrial Engineering (Master-level Degree)

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"Hi Felix,

I am a recruiter for Google and received your resume for the Product Marketing Manager - Europe position. Thank you for your interests. Can you please provide me with some date/time availability, so that I or one of my colleagues can schedule phone interviews?

Appreciate your prompt reply.

Regards,
xxxxx
Google Staffing"