# PROFESSIONAL EXPERIENCE

**Since June 2018 -**

**Freelancer as Marketing Consultant und Coach**
self-employed Consultant for Technology Marketing Communication, Systemic Coach

DATAC
competence in communication
Nov 2016-
May 2018

**Technology Sales Consultant, Account Manager**
Datac Kommunikationssysteme GmbH, Augsburg

Driving business for products of the MODERN DIGITAL WORKPLACE via channel  partners and direct

- Consulting (Microsoft 365 – Skype for Business/Teams)
- Demand Generation (Hard- and Software including Services)
- Onsite presentations and pitches at customer locations

arkadin
COLLABORATION SERVICES
an NTT Communications Company

May 2015 -
May, 2016

**UC Sales Manager Central Europe**
Arkadin Germany GmbH, Frankfurt am Main

Business Owner and Head of the Unified Communications Team in Germany and Switzerland. Responsible for Pipeline Building. Selling of the Arkadin portfolio in combination with Office 365 and Skype for Business

- Technology consulting (Cloud Audio-Video Conferencing and Skype for Business/ O365)
- Orchestrating with internal departments (Sales Management/ Business Group, Technical Presales) and Arkadin UC Partners
- Onsite presentations at customer locations and conventions

Microsoft

Feb 2012 -
March 2015

**Microsoft Sales Specialist LYNC VOICE – Unified Communications**
Microsoft Deutschland GmbH, Köln  - via SITEL GmbH

Technology Consultant for Unified Communications and Collaboration
German Mid-Size Market (Solution Selling)

- Solution Selling of the Productivity Suite (LYNC, Exchange, SharePoint)
- Knowledge of the Microsoft Product Stack (Portfolio)
- Orchestrating with internal departments (Account Management/ Business Group) and Microsoft UC Partners ( Channel Development)
- Pipeline Creation

/// maeueler.com
August 2007 -
December 2011

**Marketing Consultant**
self-employed Consultant for Technology Marketing. Communication, Consulting and Strategy Development with a consultative approach to create a go-to market strategy for high tech products.

**Rexroth**
Bosch Group

April 2001 -
July 2007

**Strategic Marketing Manager**
Bosch Rexroth AG
Electric Drives & Controls, Lohr am Main

Strategic Marketing/ B2B:
-   Definition of international marketing communication strategies
-   Marketing strategy for new products
-   Strategic international roll out of concepts - conception and implementation of product campaigns
-   dialog marketing projects including monitoring
-   Coordination of external partners
-   international roll-out of marketing campaigns to the countries and support of the national and international sales offices

Internet/Intranet:
-   Head of Internet and Intranet (development of a product and Service orientated platform)
-   Development and implementation of a user friendly interface
-   Implementation of a new product catalogue and merge of the old Indramat and Bosch product world
-   Development of a sales and marketing portal
-   Design and launch of the web letter activities

Market Research:
-   Contact person for all departments and independent market research companies like ARC, Frost & Sullivan, IMS Research
-   Member in the ARC Advisory Team – contact person for market data and market development for all internal departments
-   Strategic competitor analysis

**Rockwell Automation**

October 1996 -
March 2001

**Marketing Specialist and Deputy Marketing Communication Manager**
Fa. Rockwell Automation, Haan/Düsseldorf

Marketing Communications:
-   Conception und implementation of fairs, events and press conferences
-   Development of all print and electronic communication media
-   International development including implementation of the marketing strategies
-   Production steering of advertising material e.g. give aways
-   Development of the communication plan in coordination with product management and head of sales
-   Planning and controlling of mailing activities
-   Contact with editors of press and media (technical and economic)

**ako**

September 1993 -
September 1996

**Representative Advertising Manager**
AKO, Rohre, Systeme, Technologien, Cologne

-   Coordination of direct marketing and planning and production of print media
-   Coordination of advertising agencies and printing companies, planning of exhibitions, distributor events and Press conferences (booth size up to 2000 m2)