



Ward Loeffen



Competence profile

- Sales, workshop and service consulting in an international context
- Development of implementable strategies and realistic goals
- Transformation management, sales culture and philosophy
- Relationship management with a customer focus
- Systematic leadership: coaching, motivating, inspiring and empowering
- Interface management, internal and market-oriented
- Identifying risks at an early stage and offering solutions
- Interim management

Professional experience / Qualifications

- >20 years of experience in international technical B2B sales and sales management
- 13 years of international experience in the Middle East (Dubai, UAE)
- 7 years of product management experience
- International project experience: EMEA, Far-East, USA
- Leadership and executive management in matrix organisations
- Graduate Industrial Engineer & Graduate Mechanical Engineer

Projects / References

- Establishment, structuring, management and leadership of multinational sales and service teams
- Restructuring and optimisation of processes of different departments, e.g. Sales, service, production, quality and planning as well as their interfaces to the technical departments
- Competitive and future-oriented realignment and transformation of sales, incl. channel and customer orientation, processes, structures and personnel
- Business development & market entry into new markets
- Development and implementation of global sales and product management strategies
- Introduction of a CRM system in international project business
- Development and implementation of a trading partner strategy to increase profit and minimise risk

Sectors / Business groups

- Mechanical engineering
- Energy, Oil & Gas, Petrochemicals
- Plastics technology
- Semiconductor
- Packaging industry
- Metals and mining
- Automotive

Personality / Motto / Slogan

- Hands-on mentality
- Sense of dimensions, possibilities and risks
- Transparent communication
- Intercultural competence
- Team player, with an appreciative attitude
- Sense of humour



Direct contact

Melleck 8
D – 83458 Schneizlreuth
Mobil +49 (0)178 235 5058
wloeffen@conlab.de