



## MORITZ WERNER

- Seasoned Executive Advisor & Coach; experienced motivational key note speaker
- Founder of THE NWC: Worldwide cycling challenge for HPV cancer prevention → >€0.6m donated to cancer research
- High Profile Senior Executive at SAP & Salesforce: Sales & Business Development for Fortune 50 customers → >€2b sales

## PURPOSE GOALS RESILIENCE

### CEO TROCADÉRO ADVISORS: CREATE PURPOSE & EXCITE IN SALES

As of 2014 🇫🇷 Paris

- **Sales Enablement:** Dataiku, PROS, Dassault Systèmes, Signatrix, Sylphee, IFP, Olympus
- **Talks:** Doctolib, Medidata, MSD, Vitra, PSI, DKFZ, IGR

### FOUNDER & PRESIDENT THE NWC: START UP & BUSINESS DEVELOPMENT

2016 - 2025 🇫🇷 Paris

Created from scratch a Worldwide Cycling Challenge to raise awareness and funds in the fight against infection and virus caused cancers (HPV):

- **PURPOSE:** Promote cancer prevention to reduce cancer risk by 40%; Live the moment, accept the challenge, fund cancer research
- **RESULTS:** Community 4500+ members, riders >4,000, donations > 550€k; 23 cities, 4 continents (2016-2025)
- **KEY PARTNERS:** Saint-Lazare, Zéfal, MSD, Medidata, Poilâne, Faber-Castell, DKFZ, IGR

### AVP ENTERPRISE SALES EMEA: SALES - BUSINESS DEVELOPMENT

2012 - 2014 🇫🇷 Paris

- **CLIENTS:** Nestlé, Daimler, E.ON, Zurich, Berner, STMicro, B.Braun
- **QUOTA** attainment >105%; 4 reports
- Opening new clients; closed biggest Chatter deal; data privacy escalation (Snowden)

### EXECUTIVE IN RESIDENCE: CLOUD COMPUTING

2011 🇫🇷 Paris



### SALES LEADERSHIP- DEALMAKING - BUSINESS DEVELOPMENT - VALUE ENGINEERING - SALES OPERATIONS - PROJECT MGMT.

1995 - 2015 🇩🇪 Walldorf - 🇺🇸 Philadelphia - 🇫🇷 Paris

- **CLIENTS:** Air Liquide, Apple, Bayer, BMW, Bosch, Coca Cola, Colgate, General Electric, Caterpillar, Daimler, E.ON, ExxonMobil, Ford, Hitachi, Hoechst, ITT-Automotive, Lockheed Martin, Nestlé, Procter & Gamble, Saudi Aramco, Shell, Unilever, Valero Energy
- **ROLES:** Head of Global Enterprise Agreements (2006-2010 🇫🇷); VP Executive Board Office (2003-2005 🇫🇷); VP Business Development (2000-2003 🇺🇸); Global Account Director (1998-2000 🇩🇪); Project Manager R/3 (1995-1998 🇩🇪)
- **BUSINESS DEVELOPMENT:** New Business Model for software licensing; customer engagement; subscription accounting, administration & reporting; Executive Advisory Board; software pricing; sales compensation; Global Account Management & Program; Value Engineering
- **RESULTS:** >€10 - >€400m annual revenue; >€1.7b order entry sold ; >€500m upfront license sold; >95 - 110% Quota attainment; Winners Circle 2009 & 2002
- **TEAM MANAGEMENT:** >25 reports; virtual team >100 people

### CONSULTANT/PROJECT MANAGER MCKINSEY SPIN OFF: CPG, CHEMICALS

1992 - 1995 🇩🇪 Neuss: strategy-, organization-, process-, restructuring projects

### SPECIALITIES

Sales enablement  
Business development  
Community building  
Career development

Portrait, People & Event  
Photography

### EDUCATION

**Dipl.-Ing. Agriculture** 🇩🇪  
economics & organic farming  
University Bonn 1987 - 1992

**Apprenticeship & work** 🇩🇪  
organic farming 1984 - 1986

**Civil Service** 🇩🇪  
disabled people & organic  
farming 1983

**German Scholarship  
Foundation** 🇩🇪

### LANGUAGES

German 🇩🇪 – native  
English 🇬🇧 – very fluent  
French 🇫🇷 - fluent

### INTERESTS

Cycling, Photography, History,  
Art, Fashion, Thanksgiving

### CONTACT

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