



Moritz Werner

Create purpose, build resilience, make progress

- Founder of THE NWC a non profit start up:
Worldwide cycling challenge for HPV cancer prevention → >€0.6m raised
- High Profile Senior Executive at SAP & Salesforce:
Sales & Business Development for Fortune 50 customers → >€2b sales
- Community builder - international - trilingual - results driven - purpose oriented - customer centric - curious

FOUNDER & PRESIDENT [THE NWC](#) : START UP - NEW BUSINESS DEVELOPMENT

As of 2016 - Paris

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

- Reduce cancer risk by 40%: Live the moment, accept the challenge, fund cancer research
- 2024: community 3500+ members (+20% to 2023), participants 900 (+20%), **donations** > 100€k (+20%), >180€k revenue (+20%); 17 cities in Europe, USA & Asia (+15%)
- Key partnerships with [Saint-Lazare](#), [Zéfal](#), [MSD](#), [Medidata](#), [Poilâne](#), [Faber-Castell](#), [DKFZ](#), [IGR](#), ...



CEO [TROCADERO ADVISORS](#): CREATE PURPOSE & EXCITE IN SALES

As of 2014 - Paris

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



AVP ENTERPRISE SALES EMEA: SALES - BUSINESS DEVELOPMENT

2012 - 2014 - Paris

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



EXECUTIVE IN RESIDENCE: CLOUD COMPUTING

2011 - Paris



SALES LEADERSHIP- DEALMAKING - SALES OPERATIONS - BUSINESS DEVELOPMENT - VALUE ENGINEERING - PROJECT MANAGEMENT

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

[Purpose, Resilience & Progress](#)

→ Motivational speeches

→ Advisory & coaching

[Dealmaking](#)

→ Set & achieve goals

→ Deliver on time

→ Customer story, relationship & closing

[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

mw75017@me.com

+33-6-71 50-5357

6, rue Théodule Ribot
F - 75017 Paris

