

**Florian Walzer**



## Florian Walzer

Diploma in business-  
administration (UAS)

Julius-Vosseler-Straße 187  
22527 Hamburg

+49 1525 3876961  
florian@walzer-muenchen.de

## CV

# CURRICULUM VITAE

## PERSONAL DATA

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born	1978-May-20 in Munich/Germany
family status	unmarried
languages	Englisch (business fluent), Spanish (elementary ), Latin (Latinum)
dp	MS Office, MS Access, MS Project, Adobe-applications (Indesign, Photoshop, Illustrator, Dreamweaver, Flash), HTML / Internet, mis. CMS-applications, mis. CRM-applications (salesforce.com, Siebel, SAP, Super Office), SPSS, DC-Fonds

## RELEVANT PROFESSIONAL EXPERIENCE

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Since 10/2017	<b>rex systems GmbH</b> <b>Transaction volume: 22 Mio. EUR, employees: 140</b> <b>Head of sales &amp; marketing</b>
04/2017 - 09/2017	<b>Mylittlejob GmbH</b> <b>Transaction volume: 3 Mio. EUR, employees: 30</b> <b>Chief Sales Officer/Director Sales</b>

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## CV

04/2014 - 12/2016

### **XING AG/XING e-Recruiting GmbH & Co. KG**

**Transaction volume: 100 Mio. EUR, employees: >700, core business: social network for professional contacts, e-recruiting platform**

#### ***Head of Sales (Staffing Customers and Inside Sales)***

Key aspects of activity:

- Leading the team of 12 (Key) Account Managers in national and international environment / management of 12 employees in the inside sales department (since 01/2016)
- Achieve maximum sales results (approx. EUR 15 million p. A.) and high employee satisfaction
- Support the (key) account managers in managing existing and target customers as well as the new acquisitions of new or target customers
- Proactively work with interfaces and ensuring that information regarding new features, actions, strategies etc.
- Market monitoring; analysis of market trends and introducing the findings in the sales process; developing successful measures/KPIs
- Relevant accompanied by a change-/sales excellence process with an external consulting firm, to raise the sales team to the next level

07/2012 - 04/2014

### **XING AG**

**Transaction volume: 85 Mio. EUR, employees: 600, core business: social network for professional contacts, e-recruiting platform**

#### ***Key Account Manager (Enterprise Customers)***

Key aspects of activity:

- Acquisition, care, development and retention of existing and new customers in the large customer segment
- Implementation of sales concepts and expansion strategies for the expansion of market share of XING
- Sales activities of recruitment concepts
- Preparation, negotiation and conclusion of national and global deals
- Maintenance and expansion of central KPIs using the CRM system
- Active participation in cross-functional projects

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- 01/2012 - 06/2012 **Raila & Partner / Nord-Süd Invest GmbH**  
**Transaction volume: 1 Mio. EUR, employees: 8, core business: trading of entrepreneurial investments, design and sales of closed-end funds**  
***Interimsmanager Head Of Sales***
- Planning and monitoring sales targets
  - Functional and disciplinary lead of five sales representatives
  - Sales talks
  - Initiating and controlling contribution margin oriented measures and build, optimize and enforce successful market- and sales strategies
  - Preparation of lines of reasoning for the sales team
  - Creation of a computerized database for sales-relevant data
- 01/2011 - 12/2011 **HCI Capital AG, Hamburg – subsidiary Austria**  
***Managing Director***  
**Transaction volume: 135 Mio. EUR, employees: 309 (status: 2007), core business: conception and placement of closed end funds, market leading initiator**
- 10/2008 - 12/2011 **HCI Capital AG, Hamburg**  
***Head Of Sales Coordination / Sales Strategy***  
Key aspects of activity:
- Analyzing the sales department and determining measures
  - Business management of the der subsidiary in Austria
  - Initiating, coordinating und controlling results of sales projects
  - Developing and presenting decision memos for the management board
  - Optimizing the applications for CRM- und sales coordination/-controlling
  - Managing the risk-reporting for the corporation
  - Compiling, analyzing and controlling the sales-budgets (about 3 Mio. EUR p. a.)
  - Developing compensation schemes for the sales-employees
  - Controlling allocated quotas and sales results
- 03/2007 - 09/2008 **HCI Capital AG, Hamburg**  
***Product-Manager Sales Support***

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07/2006 - 12/2006

### Key aspects of activity:

- Coordination of the market-launch of new products (life-insurance-secondary-funds (87 Mio. EUR p. a.), structured-ship-funds (60 Mio. EUR p. a.), asset-structure-funds (45 Mio. EUR p. a.), private-equity-funds (5 Mio. EUR p. a.))
- Coordination of sales-support-documents (i. e. flyer, short notes, consultant programs, presentations, development of different media)
- Contact person for 30 sales directors, 1.300 distribution partners and clients in terms of all questions regarding HCI-emissions und markets
- Assuring all communication activities, especially concerning product-, market- and company information
- Planning and executing sales events and workshops
- Controlling allocated quotas and sales results
- Generating competitive-, market- und sales-analyses
- Responsibility for the foreign subsidiaries in Austria and Switzerland
- Optimizing the conception of offers for participations

### **Maritim Invest Beteiligungsgesellschaft mbH & Co. KG, Hamburg**

#### ***Assistant of the Management Board***

**Transaction volume: 18 Mio. EUR, employees: 64 (status: 2006), core business: conception and placement of closed end funds**

### Key aspects of activity:

- Marketing / PR: creation of the balance sheet, creation of presentations, advertising material, relaunch of the internet presence, creation of client-information, trade fair- and sponsoring-planning
- Sales: Commission calculations for distribution partner, contact person for clients and distribution partners concerning all Maritim-Invest-offerings, collaboration at the calculation and preparation of fund prospects
- Purchase / valuation: calculation of purchase prizes for shares, purchase of shares from broker and private clients

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### PART-TIME EXPERIENCES AND INTERNSHIPS

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10/2005 - 07/2006

**Nordcapital GmbH & Cie. KG, Hamburg**

***Part-time job in the marketing-department***

**Transaction volume: 40 Mio. EUR, employees: 190 (status: 2006), core business: conception and placement of closed end funds**

Key aspects of activity:

- Online-editorial: updating the internet presence, development of analyses
- Preparation and execution of sales events
- Preparation and execution of mailings
- Controlling of print activities (magazines, newsletter etc.)

08/2004 - 02/2005

**General Electric (GE) Insurance Solutions, Munich**

***Internship in the marketing-department (CRM) / project-management***

**Transaction volume: 152 billion EUR, employees: 300.000 (status: 2004), core business: direct- and re-insurance**

Key aspects of activity:

- Implementation and development of a CRM-application within the European headquarters
- Instructing Siebel-CRM to the employees
- Implementation and development of a quality-assurance-agreement-platform (SLA)

07/2003 - 09/2005

**Berufsbildungswerk der Versicherungswirtschaft e. V. (BWV), Munich**

***Part-time job***

**Core business: (Further) education for the insurance-branch**

Key aspects of activity:

- Implementing an IT-tutorial-administration
- Implementing and administration of internet-based forums and the internet presence
- Instructing der tutorial-administration and individual internet-based forums to the employees
- Systemadministration of the dp

04/2002 - 08/2002

**OSRAM GmbH, Munich**

***Internship in the marketing department***

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**Transaction volume: 4,4 billion EUR, employees: 35.000 (status: 2002), core business: one of the leading lighting manufacturer in the world**

Key aspects of activity:

- Development of tables, graphics, technical information sheets, articles und slides for presentations
- Development of fair trade- and congress-material, attending trade fair performances

11/2001 - 03/2002

**estosee AG, Munich**

***Internship in the marketing- and product-management-department***

**Core Business: Startup for an internet-based education network for the bank- and insurance business**

Key aspects of activity:

- Marketing: Relaunch of the internet presence, preparation of the product- and company brochures, organisation and attending trade fairs, coordinations of mailings, Creation of a CRM-database
- Product-management: Instruction of clients, continuous development of the products

## UNIVERSITY STUDIES / EDUCATION

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04/2002 - 06/2005

**Business-administration-studies at university of applied sciences, Kempten**

Major fields of studies: marketing, development of a company/business consultancy

Diploma thesis: Customer-Relationship-Management (CRM) in the insurance-branch and proposals for improvements at General Electric (GE) Insurance Solutions

Degree: Diplom-Betriebswirt (FH), grade „good“

10/1999 - 10/2001

**Business-administration-studies at Ludwig-Maximilians-university, Munich**

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## CV

09/1995 - 06/1998

**Willi-Graf-secondary-school, Munich**  
Degree: Abitur

09/1988 - 07/1995

**Wilhelm-Hausenstein-secondary-school, Munich**

09/1984 - 07/1988

**Primary school at Ostpreußenstraße, Munich**

### CIVIL SERVICE

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08/1998 - 09/1999

**Civil service at the Caritas-Sozialstation, Munich-Bogenhausen**