

**Florian Walzer**



# Florian Walzer

Diploma in business-  
administration (UAS)

Sierichstraße 98  
22299 Hamburg

+49 1525 3876961  
florian@walzer-hamburg.de

## CV

# CURRICULUM VITAE

## PERSONAL DATA

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born	1978-May-20 in Munich/Germany
family status	unmarried, 2 children (13 and 3)
languages	Englisch (business fluent), Spanish (elementary ), Latin (Latinum)
dp	MS Office, MS Access, MS Project, Adobe-applications (Indesign, Photoshop, Illustrator, Dreamweaver, Flash), HTML/Internet, CMS-applications (WordPress, typo 3, contao a. o.), CRM-applications (Salesforce, SAP, Super Office, MS Dynamics, pipedrive a. o.), SPSS, stepahead steps

## RELEVANT PROFESSIONAL EXPERIENCE

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Since 01/2023

### **Rapid Data GmbH**

**Transaction volume: 40 Mio. EUR, employees: 170**

#### ***Head of Sales***

Key aspects of activity:

- Management of a team of 24 people (direct and indirect) in DACH
- Development and expansion of international sales activities
- Presentations and direct dialogue with the PSG Equity Group investment board
- 42% increase in sales in DACH in the first year with a simultaneous churn rate of 4%
- Restructuring of the Salesforce instance for European market development in 2024
- Increased efficiency and expansion of the sales team

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10/2017 - 12/2022

### **rex systems GmbH**

**Transaction volume: 22 Mio. EUR, employees: 140**

***Head of sales & marketing / Authorised signatory***

Key aspects of activity:

- Efficient and focussed management of a team of 19 sales managers from different hierarchies and 2 sales assistants with the aim of achieving maximum sales results and high employee satisfaction
- Management of marketing activities (online (SEO/SEA, offline PR, trade fairs and other events) with leadership of a team of 4 Marketing Managers and a Business Development Manager for maximum lead generation and qualification
- Managing the sales department in terms of target achievement and quality of work of employees with the aim of maximising lead conversion. During the period of employment, sales increases of 25 to 40 % p. a. were achieved
- Supporting sales employees in looking after existing and target customers and acquiring new ones
- Proactive collaboration with the management team and the executive board
- Hiring new employees, expanding and reorganising the divisions for which we are responsible

04/2017 - 09/2017

### **Mylittlejob GmbH**

**Transaction volume: 3 Mio. EUR, employees: 30**

***Chief Sales Officer/Director Sales***

04/2014 - 12/2016

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

**Transaction volume: 100 Mio. EUR, employees: >1.200, 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.

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## CV

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

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**

#### ***Interimsmanger 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

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- 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**  
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

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## CV

07/2006 - 12/2006

- 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

## 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.)

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- 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***  
**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**

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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	<b>Business-administration-studies at university of applied sciences, Kempten</b> 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	<b>Business-administration-studies at Ludwig-Maximilians-university, Munich</b>
09/1995 - 06/1998	<b>Willi-Graf-secondary-school, Munich</b> Degree: Abitur
09/1988 - 07/1995	<b>Wilhelm-Hausenstein-secondary-school, Munich</b>
09/1984 - 07/1988	<b>Primary school at Ostpreußenstraße, Munich</b>

### CIVIL SERVICE

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08/1998 - 09/1999	<b>Civil service at the Caritas-Sozialstation, Munich-Bogenhausen</b>
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